

The American Perfumer

and Essential Oil Review

PERFUMER
PUB. CO.
NEW YORK

LIBRARY
RECEIVED

JAN 14 1935

U. S. Department of Agriculture

NOVEMBER

NINETEEN

THIRTY-FOUR

NOV 27 1934

U. S. DEPARTMENT OF AGRICULTURE



See also page 9

AMERICAN CAN COMPANY

CANCO

19
13
\$
7

NACO

M. NAEF & COMPANY
GENEVA SWITZERLAND

ALDEHYDINE 861

Typifying the light, aldehyde type so popular today — with a pleasing floral touch. Particularly effective as a base with Rose, Jasmin, Lilac and Oeillet. \$16.00 lb.

ANTHEROSIA B. M.

An outstanding Honeysuckle-Orange Blossom type, very well adapted for use in creams. Particularly effective in conjunction with Floral bouquets and Oriental types.

\$18.00 lb.

OEILLET 955

An inexpensive and new Carnation character. It is water white in color and features a Hyacinth top note. \$8.00 lb.

Sole U. S. Agents

UNGERER & COMPANY

13-15 WEST 20th STREET

NEW YORK, N. Y.

Contributing Editors

DR. CLEMENS KLEBER
Clifton, N. J.
ESSENTIAL OILS

DR. HARVEY A. SEIL
New York
SYNTHETICS

MAISON G. DE NAVARRE
Detroit
TOILET PREPARATIONS

DR. EDGAR G. THOMSEN
Winona, Minn.
SOAPS

BERNARD H. SMITH
Brooklyn, N. Y.
FLAVORING EXTRACTS

HOWARD S. NEIMAN
New York
PATENTS, TRADEMARKS
AND COPYRIGHTS

LEROY FAIRMAN
New York
MERCHANDISING

DANIEL B. HASSINGER
New York
PACKAGING

Published Monthly by
PERFUMER PUBLISHING CO.
432 Fourth Ave., New York

Telephone
BOgardus 4-4416
Cables: AMPERFUMER
Codes: ABC, 5th Edition

LOUIS SPENCER LEVY
President and Treasurer

Washington Bureau:
C. W. B. Hurd
715 Albee Building

SUBSCRIPTION RATES
The United States \$3.00 a Year
Single Copies 30 Cents

All Foreign Countries and
U. S. Possessions \$4.00 a Year
Single Copies 40 Cents

CONTENTS

for

NOVEMBER, 1934

Treasury Seeks Additional Cosmetic Taxes, by C. W. B. Hurd	435
Cosmetic Output at Bottom in 1933.....	436
Cosmetic Publicity in England, by K. N. Richardson	437
Promotion Methods That Get Results, by Edna Colladay Pierce	440
Recent Products and Packages.....	442
Using Plastics Intelligently, by Georgia A. Freeman	445

EDITORIALS

Get Rid of Excise Tax.....	448
Statistics of Production.....	449
Christmas and Our Charities.....	449
Desiderata, by Maison G. de Navarre.....	450
Natural Flower Oils, by Dr. Ernest S. Guenther... ..	451
Surface Chemistry Leads to New Use for Soap, by Dr. Hans F. Winterkorn.....	457
Department Store Sales Continue Good Record.....	460
TRADE NOTES	461
A. M. T. A. Board Acts on Problems.....	462
Code Authority Issues Questionnaire.....	464
Coming Conventions	468
Bottlers Meet at Buffalo.....	471
Trade Commission Issues Two Orders.....	472
Industrial Alcohol Code Effective.....	474
Chicago Trade Notes.....	480
Circulars, Price Lists, etc.	481
Book Reviews	482
New Incorporations	483
Canadian News and Notes.....	484
PATENT AND TRADE MARK DEPARTMENT... ..	486
MARKET REVIEWS AND NEW YORK MARKET PRICES	488

The
American Perfumer
and Essential Oil Review

Trade Mark Registered U. S. Patent Office

VOL. XXIX

No. 9

Copyright 1934—Perfumer Publishing Co.

Facts ... odd and interesting

A King's Reward...



"YOU are a happy man, O King; you smell in a most costly manner." Thus spoke one of the poor subjects to Antiochus, King of Syria. This remark so pleased his Majesty that he ordered a large ewer of the royal perfume to be poured over the head of his unscented admirer.

Today, "royal" perfumes retain clarity, purity and absolute uniformity with the aid of Everclear Alcohol—the perfect solvent for all floral and essential oils.



AMERICAN COMMERCIAL ALCOHOL CORPORATION

405 Lexington Avenue - - - New York, N. Y.

Plants: Pekin, Ill.; Philadelphia, Pa.; Gretna, La.; Sausalito, Cal.
Sales offices in most large cities. Warehouse stocks carried at
all principal consuming points



The American Perfumer

and Essential Oil Review



NOVEMBER, 1934

Established 1906

Copyright 1934—Perfumer Publishing Co.

Vol. XXIX, No. 9

Treasury Seeks Additional Cosmetic Taxes

*Disapproves of Sales Company Arrangement and
Wants Back Taxes on Entire Wholesale Price*

by C. W. B. HURD

WASHINGTON, Nov. 4.—The Bureau of Internal Revenue is engaged in a campaign to force payment of excise taxes on sales of cosmetics and toiletries on the basis of prices charged by sales affiliates of manufacturers, on the reasoning that such sales affiliates are actually parts of the parent companies.

Not only will this practice be followed in the future, but action is underway to collect such taxes retroactively on sales made since enactment of the Revenue Act of 1932.

The Bureau is so positive of its right to make assessments in this manner that it is prepared to fight the whole matter out in the courts if opposition to the procedure persists.

With that condition in mind, THE AMERICAN PERFUMER addressed an inquiry accompanied by a request for an explanation of this stand to the Treasury Department, as the result of which Wright Matthews, Acting Commissioner of Internal Revenue, prepared two detailed memoranda the contents of which are exclusively described in this article.

Under the rules of the Treasury Department, Mr. Matthews' opinions cannot be quoted verbatim, but through his courtesy and that of Treasury Department officials it is possible to give this frank and comprehensive picture of the Bureau of Internal Revenue's position on the excise tax question as it relates specifically to manufacturers of toilet articles.

Charges Evading of Payments

The Bureau, according to Mr. Matthews, takes the position that since the

enactment of the excise taxes certain manufacturers of toilet preparations have attempted to evade payment of the normal excise taxes through the deliberate organization of subsidiary or affiliated corporations to which the first sales of products were made at exceedingly low prices.

These prices, it is alleged, are grossly disproportionate to those paid by the ultimate purchasers, or even the prices charged to purchasers outside the affiliated groups.

Mr. Matthews cited one example of an unnamed company where powder was first sold outside the affiliated group—manufacturer, packager and sales company—for \$.70 for two ounces, while the tax basis for this same powder under the system set up by the manufacturer was only \$.0595 for two ounces.

He contended that there is an artificial condition



under which manufacturers have set up sales and distributing corporations owned entirely by the manufacturers for the specific purpose of beating the excise taxes.

In many cases sales made by manufacturing corporations to their subsidiaries, he added, are at prices much less than those received by subsidiary corporations from the trade or much less than manufacturers having no selling subsidiaries would sell the same articles to the trade.

Some Establish Several Subsidiaries

Mr. Matthews said that some manufacturing corporations carry the process a step or two further, citing an example where a manufacturer had one company that made goods in bulk to sell to his own packaging com-

pany which in turn would sell the product to his own sales corporations.

Now, the Bureau contends that in such a set-up the sales corporation is the one that first places the manufactured article in the ordinary channels of distribution to the trade, and that it is the sales corporation which first takes the article out of the affiliated group.

It then is pointed out that Section 619 of the Revenue Act of 1932 provides that if an article is sold otherwise than through an arm's-length transaction at less than the fair market price, the tax shall be computed on the price at which such article is sold in the ordinary course of trade by the manufacturers or producers thereof, as determined by the Commission.

Mr. Matthews frankly served notice that the Bureau
(Continued on Page 456)

Cosmetic Output at Bottom in 1933

*Census Report Shows Toiletries Production
Last Year 35 Per Cent Lower Than in 1931*

WASHINGTON, Nov. 1.—The low point to which production in the toiletry industry fell in 1933 before beginning its upward turn is graphically shown in the Biennial Census of Manufactures, taken last year and including the years 1932 and 1933. The report of this census has just been made public.

It is assumed from general merchandising statistics collected monthly by various organizations that business now is better than for the average of 1933, and this is partially borne out by reports of employment for quarter years which showed employment in the proprietary and toiletry fields taking a sharp upturn in the last quarters of 1933.

Of course, it is recognized that much of the upswing was of an arbitrary nature due to the operation of the President's reemployment agreements and the codes.

Definite confirmation of this trend is to be found in the fact that imports of perfume materials increased 98 per cent. and imports of essential oils 50 per cent. in the first eight months of 1934, according to C. C. Concanon of the Commerce Department.

The census report places the value of perfumes, cosmetics and toilet preparations manufactured in 1933 at \$108,233,133, compared with \$166,257,358 in 1931.

Of the 1933 production, a total of \$78,224,167 was produced by establishments engaged primarily in the manufacture of these articles; the remainder was classed as "secondary products" of other industries. Due to a change in operations by the Census Bureau there are no

comparison between these broken-down totals as tabulated for 1933 and similar ones for 1931.

The drop in production of toilet articles between 1931 and 1933 was close to the average decline in production for the group of drug industries, including cosmetics, which showed a decline in value from \$522,137,025 in 1931 to \$395,070,742 in 1933, a drop of 24.3 per cent. The decline in the preceding biennial period, from 1929 to 1931, was given as 18 per cent.

The decline in individual values of various classes of cosmetics, as shown by the report, was pretty general, affecting every item from such luxuries as lipsticks to necessities

like dentifrices. The comparable totals of production in these various classifications for 1931 and 1933 are given in the accompanying table.

This drop in business in the perfume, cosmetic and toilet article industry necessarily was accompanied by a drop in the number of establishments and in payrolls
(Continued on Page 450)

Production of Toilet Preparations

	1933	1931
Perfumes, cosmetics, and other toilet preparations, total value	\$108,233,133	\$166,257,358
Made in the perfumes, cosmetics, and other toilet preparations industry	78,224,167	(1)
Made as secondary products in other industries	30,008,966	(1)
Perfumes and toilet waters	8,423,094	15,003,715
Creams, other than shaving cream	15,597,626	25,124,553
Lip sticks and lip rouges	3,943,500	5,100,047
Other rouges	2,982,441	5,629,874
Dentifrices	25,868,752	35,699,132
Deodorants, for human use	1,840,765	2,802,169
Shampoos	2,643,736	4,087,052
Hair dyes, tonics, and dressings	8,926,214	15,889,143
Face lotions	4,188,757	5,816,761
Face powders	12,023,020	18,871,771
Talcum powders	5,348,447	8,417,995
Other toilet powders	1,115,931	2,543,202
Other toilet preparations	15,330,850	21,271,944

¹No comparable figures available because of changes in classification of products at 1933 census.

Cosmetic Publicity in England

*Notes on Differences in Technique Between U. S. and U. K. Methods,
With a Word of Advice to the American Manufacturer*

by K. N. RICHARDSON, British Advertising Consultant



**Did you MACLEAN
your teeth to-day?**



Ah! I see you did

MACLEANS

6^p PEROXIDE 1²
PER TOOTH PASTE PER

If you use a solid dentifrice, try the new
Macleans Solid Peroxide Dentifrice—6d. per tin

I MAY, perhaps, be pardoned for introducing this subject to the attention of the American manufacturer, partly because it should afford him some sort of standard of comparison, and partly because it should also provide a means whereby he may check the activities of his English advertising agent (if he has one). In the first place, it should be taken for granted that the average agent in Great Britain—as, I suppose, elsewhere—has an occasional tendency to seize on a skilfully executed foreign (usually an American) idea, copy it quite verbally, and then foist it off on an unsuspecting and unappreciative public. I have done the same myself; but have always regretted it. For the truth—and it should be strongly emphasized—is that the average Englishwoman's mind does not respond automatically to the same stimuli as appear to affect her Ameri-

But supposing your skin is tired, hungry, worn out with the day's smiling and frowning. How will you reach and feed the anxious, fretted under-tissues? You will do this with Skin Food. Its rich oils must be worked into the skin (working as a massage would, upwards and outwards). Whilst the friction of your fingers helps to shape the comely contours of the face, the Skin Food will be eagerly nourishing and renewing and rebuilding the weary, living skin.

Or again. Supposing it is in the morning after you have used Special Lotion on the previous night. Now the Skin Food has a different duty—to help to release the acids and dirt which Special Lotion has brought ready to the skin's surface.

There is this rule to observe. Always wash away Skin Food with Cyclax soap and soft water in the morning. Your skin, cleansed, refreshed, revitalized, will be the readier for Cyclax Day Lotion, which is the finest foundation for a lovely make-up. Skin Food itself is made in four varying sympathetic strengths. You will find all the Cyclax preparations in stock at 800 of the best shops.

Frances Hemming

cyclax

Cyclax is a simple system of skin treatment, based on correct use of certain preparations. The Cyclax system must inevitably give greater loveliness to those who follow it. Ask your usual store or chemist for one of the Cyclax booklets. If you prefer, we'll send you a free copy direct. Write to me at 58 South Molton St., London, W.1. (The new perfume, Cyclax Number One—10/6 a bottle—is very lovely.)



can cousin. "Fear" advertisements of the Body Odor and Halitosis type, for example, are particularly unwelcome, and it is sheer foolhardiness on the part of the manufacturer to attempt to win over his audience by such crude and revolting methods. I can vouch for this personally, having undertaken a fair amount of consumer research on the subject.

One point, however, can be admitted outright: there still is definite room on the English market for the U. S. manufacturer who has suitable goods to sell, who has taken the trouble to study public preferences with care, and who can employ the sparkling "Tattoo" type of American advertising (for example), incorporating in it just those few minor alterations which cater for a slightly different temperament, and which make in the long run all the difference in sales. What English advertising chiefly lacks, at the present time, is sex-appeal and sophisticated romance-appeal. Whoever can supply these commodities, in the most presentable manner and with the least possible delay, is going to get away with a large share of the market, for at no time has there been more hesitancy and confusion apparent among British manufacturers themselves than there is to-day.

There are, of course, notable exceptions. Yardley still stands for Olde England, and in that category reigns supreme. It is, therefore, worse than useless for any other manufacturer to appeal to the middle-class woman on similar grounds. That is the reason why the present Harriet Hubbard Ayer advertising, with its attempt to exploit "old world charm," is not so successful as it might be. Its appeal is too akin to that of the Yardley "Old English Lavender" idea; and not being so well-

known to the public, it suffers accordingly.

Two excellent examples of defined purpose in advertising are offered by Tokalon and Macleans. The former specializes in "sensation" ads. for the factory girl, showing her how—by using "Tokalon" products—she can win the love of a Prince Charming, or perhaps even marry a Millionaire. The tendency of such ads. may not be strictly ethical, but at least they are not "woolly" and confused. They sound a definite note and cater for a definite type of womanhood and—what is still more important—they sell the goods.

Macleans, with their tooth paste ads., have met with a very large measure of public acceptance. In general, both men and women are sick to death of talk about "pink tooth brush," pyorrhea and the like. Macleans' advertising relies more on a sense of humor and commonsense than on pseudo-scientific ballyhoo or the method of compulsion by fear. In fact, the example set by this company may well be considered typical of all that is most sensible and balanced in English advertising.

For those, however, who believe (with more than a trace of justification) that humor is best left entirely to the comic strip, I would commend the unpretentious little advertisement for Coro-Cream. Comments on the natural effect obtained by the simplicity of words and layout in this advertising copy have been practically unanimous throughout the industry.

It should be noted that tricks-of-the-trade which in England have become more or less discredited, are almost beyond number. Few women, for example, pay the slightest attention to what may be termed Recommendation Advertising, whether the celebrity who is recommending the product is an actress, a duchess or a film star. Such tricks as this are still used, I agree, but the day when they were a power in the land is definitely over.

The Tradition angle, too, has been overdone. Nowadays even Yardley is modifying and modernizing its publicity, though the process is so subtly organized as to be scarcely perceptible to the average person. In these days of depression, advertisements featuring fox-

**STOP
SCALP STARVATION**

OR HAIR THAT IS "GOING" WILL SOON BE "GONE"



It is no use deluding yourself that you can stop your hair "going" by "putting something on it." Only the root governs the growth of hair. Silvikrin obeys the laws of nature and keeps the root coupon.

Silvikrin
HAIR CULTURE
Goes to the Root of Hair Trouble



"Lend me your comb, Peter"

"Here you are."

"Thanks. I say, how clean it is. What do you use?"

"Coro-Cream."

"It makes your hair look awfully nice."

"Yes, it's much better than those gummy creams."

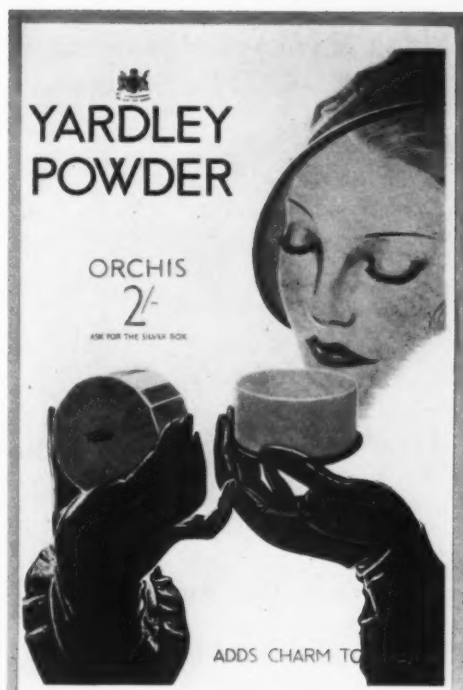
CORO-CREAM
THE NEW

hounds and cocktail parties are bound to meet with a good deal less appreciation than formerly. Changes in the environment and outlook of the modern girl necessitate a changed mental attitude on the part of the advertisement designer. What England could well learn from America is the virtue of sophistication; by far the majority of British cosmetic ads being as notable for awkwardness as a schoolboy at a coming-out party. In the opinion of the present writer, this is largely due to a lack of understanding of feminine foibles on the part of the "ideas" man. In other words, the whole tendency is towards "mannishness" rather than the desired opposite, any remedy calling, in my mind, either for the employment of more women in the profession (this, in some cases, has proved distinctly successful) or a more careful selection of the men employed. This, again, bears out what I mentioned above: namely, that there is plenty of room for an American manufacturer with the right ideas.

I now want to address a few words to this imaginary hero, or indeed to any other person or company that wishes to increase its sales in the United Kingdom. In the first place, then, let me emphasize the need for adequate market research: everything depending upon a full realization of the term "adequate". Far too many firms foreign to English shores make the big mistake at the outset of introducing a line of proven popularity in their own country without first ascertaining whether it will go down well with the British public. One of the most famous French companies, for example, is trying vainly to sell to English women a face powder which, to their way of thinking, may be wonderfully perfumed and all the rest of it, but simply *will not* stick long enough to the skin. The obvious remedy in a case of this sort is to improve the formula, but such a course does not appear to occur to the firm in question. American offenders in this respect are not common, but they do still exist. One or two dentifrices that are widely used in the United States by no means achieve similar popularity in England. This is nearly always due to unsuitable formulae, the average Britisher preferring a less harsh abrasive and a less lavish use of methyl salicylate.

Before even the essential market research is made, however, it is necessary for the American manufacturer to decide quite definitely on what line he intends taking and to what section of the public he wishes to appeal. Although Great Britain is an extremely small country when compared with America, it is nevertheless subject to well-defined classification in regard to social standing and purchasing power. Thus, the Crystal Corp. hit upon a perfect line when they approached the lower-middle and "working" classes with good, cheap-selling articles that they could well afford to buy. Similarly, Harriet Hubbard Ayer has an excellent and stable body of customers who can afford to pay the relatively high prices demanded. Richard

(Continued on Page 456)



**YARDLEY
POWDER**

ORCHIS
2/-
ASK FOR THE SILVER BOX

ADDS CHARM TO



Quel charme ravissant!

"What ravishing charm!" Thus in Paris, home of Coty, one compliments the lovely faces made exquisite by Coty Powder. Coty Powder is an exclusive blend of Six Beauty Ingredients. The science of cosmetics cannot improve upon it. How different from inferior powders which smell "cheap" and may ruin your skin!

Large box 2/3.
Half size box 1/3.

Coty
FACE POWDER

SUMMER SHADES AND PERFUMES.
Coty d'Orient (Sua-Tan), Coty (Medium Tan), Coty (Rose) (for summer evening) in the following delightful summer perfumes: L'Amante, L'Origine, Paris, Le August (City of the Valley).
Now Coty has for face powder, Non-spill, a Pillbox design in charming shades. Price 2/6.

Promotion Methods That Get Results

*Also Some That Don't and
How They Differ*

by EDNA COLLADAY PIERCE



THERE is one requisite for successful sales promotion which is as essential as intelligence, and is so constantly needed, must be so consistently employed, that in every method used it should be written in capitals—TACT!

More important than any other one thing, coupled

with imagination, intelligence, quiet determination, patience, practically applied psychology, tact will win for the manufacturer more laurels, greater prestige, larger sales results than any combination of other things without it.

The reason I make such a point of this is because I have seen such dire mistakes made in too much aggression, have followed on the heels of some example of it and had my bad half hour smoothing out ruffled dispositions in consequence, before I could begin on my own mission. And sometimes irreparable harm is done by too much emphasis, antagonisms aroused that do not die down, and meritorious products languish when they should reap their just reward.

The unhappy condition may be the result of any one of a number of things. It need not be something that has occurred at the point of sale. It may be an untactful letter or wire or phone call from the home office; it may be the important—to him!—visit of some executive of a manufacturer's organization, made at the wrong time, when the toilet goods department is in the throes of some local upheaval, and insistence upon the part of the visitor that time be given him while he was there; it may be an untactful remark or the aggressive manner of some member of the organization during an interview at the proper time. A few examples will suffice to make the matter clear.

A vice-president of a company accompanied a star salesman into an important store in his territory. The toilet goods department was in the midst of taking inventory. Ignoring the buyer's hesitancy to invite a conference on that particular day, the executive proceeded to ask for the necessary time to discuss his plans with the department heads, then and there. The interview was granted, but it was two solid years before that store gave adequate co-opera-

tion in its promotional activities to that firm!

The head of the credit department of a firm wrote an untactful letter to the merchandise manager of a store that was being reorganized. The merchandise of that manufacturer was returned and no more orders given from any of the five stores that operated under the one name for a long time after that letter was sent, and then only after the repeated efforts on the part of every executive in the company had succeeded in partially effacing the effect produced by the blunder.

An executive of a certain firm verbally promised co-operative advertising help to the buyer of a large mid-western store. It was the policy of that firm not to do this, but to expend their entire appropriation in national advertising. Because this was a store that would net large gross sales, it seemed to the executive to be an exceptional case. But the firm very properly took the stand that there could be no exceptions to a rule that they had been at some pains to establish. No amount of explanation could undo that mistake, and it was many moons before a reconciliation took place. Meanwhile, the manufacturer lost a lot of business that would have been extremely beneficial to him.

A newly appointed buyer appeared at the headquarters of a manufacturer, intending to establish friendly relations. The unknown name meant nothing in the office, unaccompanied by further information. The executives were too busy to be interrupted and the buyer quietly repaired to another manufacturer's office to do her buying. Not even the salesman in whose territory her store was located ever knew why disinterest was his portion in his contacts with that buyer. It

took a great deal of diplomacy and patience to overcome the prejudice thus created.

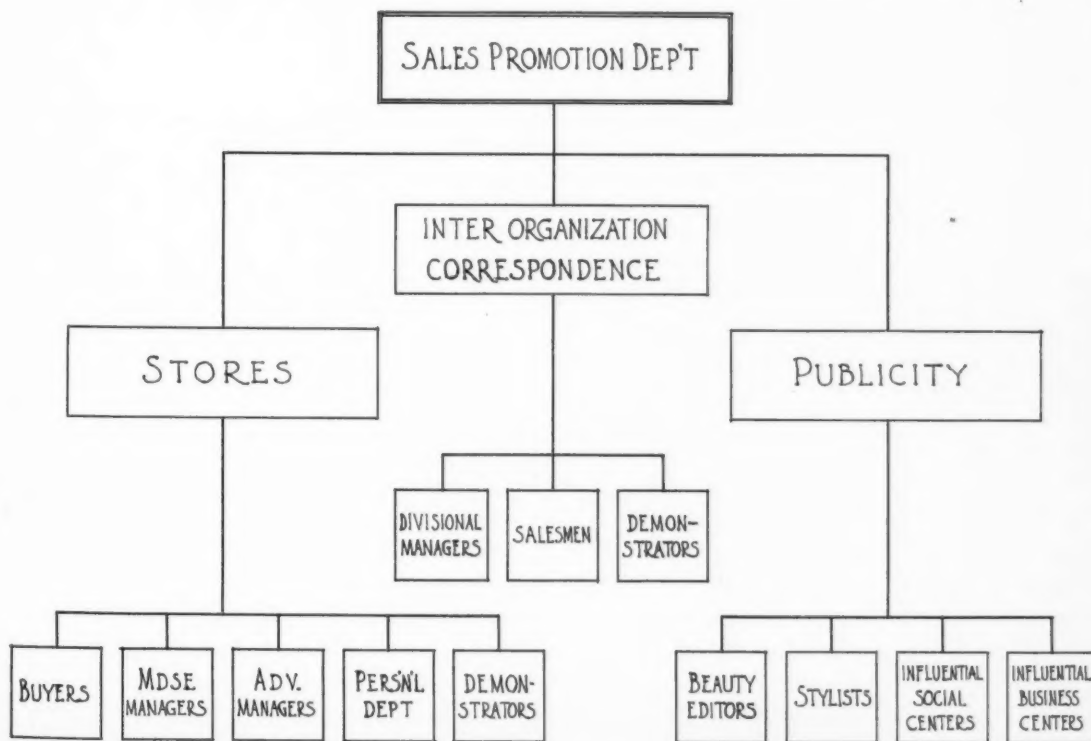
A salesman oversold a southern store. He was aggressive and confident; the store unaware that he overstated his case. When it was discovered, the excess merchandise was returned. The correspondence that developed grew acrimonious, due to misunderstanding on both sides. It took months to straighten out the tangle, place the blame where it belonged, and to re-develop friendly relationship.

In every case of rupture between manufacturer and outlet, tact would have avoided the misunderstanding, and tact re-establishes the interrupted contact. So all methods of sales promotion that *succeed* have to be tactful to the *nth* degree. In those I am about to mention, it must be taken for granted that they were *tactfully* executed.

One of the most effective means of sales promotion consists of a series of letters, describing certain items in the line, giving definite information as to how they should and can be sold, encouraging reply correspondence which will outline the particular problems encountered, and ironing these out as they come along. Any information concerning the *uses* of any item, and *why* these uses exist, is invaluable to those on the firing line.

These letters should be exchanged between the sales promotion department and salesmen, divisional managers, demonstrators in the organization; the personnel department, buyers, merchandise managers, advertising managers, saleswomen in the stores; beauty editors, stylists, and those individuals who are known in the

(Continued on Page 456)

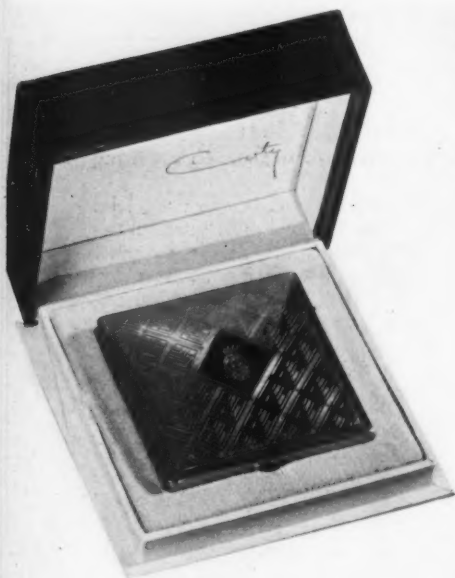




New Products and Packages

AMONG the new products and packages launched during the last month are several of considerable interest. The new "Devon Milk" pre-facial by Kent is a milk base soap with brush for application and massage. It is handsomely packaged in plastic box of cream with paper outer container. Coty's new compact is for loose powder and cake rouge. A special shutter device prevents powder leakage. The box is of blue

and silver and a gray velvet lining completes it. Several selections of powder and rouge shades are available. Potter & Moore, through Groville, are offering new handkerchief sachets most attractively packaged and containing the English lavender sachet for which the company has long been noted. Kelpex shampoo has a new oblong bottle with metal label and a carton printed in silver to harmonize with the inner container.

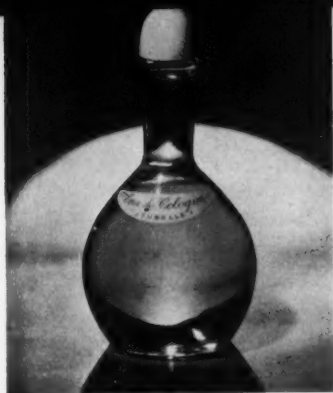


ON the second page is announced the new line of creams placed on the market by Chas. H. Phillips Chemical Co., long known in the drug trade as makers of milk of magnesia. The new creams have a milk of magnesia base. A texture cream and a cleansing cream are the first articles launched. These are featured in blue and white, the color scheme of the entire Phillips line. Jeurelle has three new products this month with plastics used for packaging. An eau de Cologne in glass with plastic top, a face powder in plastic box and a new perfume "Le Secret de Jeurelle" in conical bottle with plastic closure, are the new numbers. Furida is offering a new evening puff in several colors, decorated with embroidery. These puffs are kapok filled and are said to be washable with better results than the ordinary puffs. There are available through retail outlets only. Marshall Field, sensing the need for day and night shades of lipstick has perfected a combination kit. A "Prevue" mirror one side of which is amber gold for daylight and the other electric blue for night shows which styles of make-up should be used for day and evening wear and packed with the mirror are two automatic lipsticks one for evening and one for day wear.

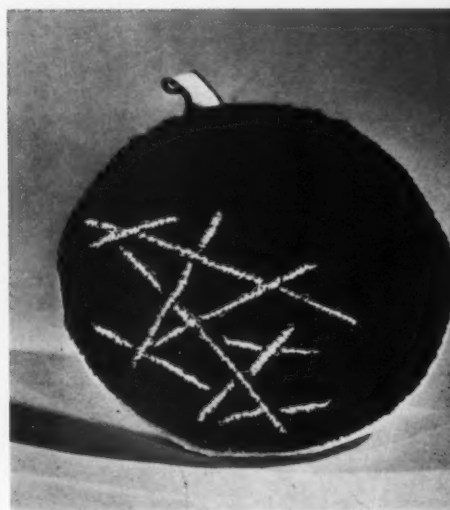


THE third page features two complete lines. The Agnes Sorel line is packaged in glass of an attractive yellow shade set off with metal tops,





the bands of which are gold finish and the tops black enamel. Ornamental chasing adds to the attractiveness of the metal bands and the richness of appearance of the entire ensemble. The labels are in black and gold to match the color scheme. The newly launched Mary Lawrence "Calavita" line, based on avocado oil preparations is also most attractively packaged. The color scheme is rose and light blue, the jars and bottles being rose with metal caps of light blue enamel and a gold band. The powder boxes are light blue with rose trimming, the dusting powder being in the usual round box while the face powder in two sizes is square in design. Liquids appear both in clear and rose glass with metal caps finished in gold. The container for the very attractive combination set is of blue with rose edges. From England comes the "Chic-Pak," featured at the recent London Hairdressers' Exposition. It is a plastic travelling powder box. The bottom is separable so that a standard size powder drum will fit it. Rubber rings provide a tight fit and prevent leakage. Another ring just beneath the puff tray serves the same purpose. The



sample which we have is black and cream but other color combinations are available. The makers plan to bring it to America in the near future. Lightfoot Schultz has brought out the unusual grape soap of which the photograph gives only a general idea. The soap is wrapped in





transparent cellulose and "bunches" may be had in several colors or in mixed colors. The "grapes" are carefully assembled and the whole is meeting considerable success as gift and bridge prize merchandise. Molyneux has repackaged three of its odors, "Le Parfum Connue," "Vivre," and "Le Chic de Molyneux" for sale at somewhat reduced prices. The odors are the same as the standard odors but a bottle of different design and a folding paper carton instead of the elaborate box heretofore used, brings them well within the moderate price range. Each bottle contains the same amount of perfume as the former one-quarter ounce size but retails at much less. Bonne Bell has placed its manicuring preparations in the novel book package shown in the illustration.



Using Plastics Intelligently

by GEORGIA A. FREEMAN

WHEN Mrs. John Q. Public unscrews the plastic cap from her cold cream jar she takes it very much for granted and thinks not at all of the study, experiment, research, time, effort and money that lie behind that innocent looking plastic cap. She doesn't even know the life history of her cold cream let alone its cap! But, on the other hand, when Mrs. John Q. Public finds her jar cap split, bleeding, emanating an unpleasant odor, or even any odor at all aside from the perfume of the cream, she hot-foots-it back to the store of purchase and generally raises Cain. If the store refers her to the manufacturer of the cream he can profit by the first hand criticism to improve his package. But meanwhile, she tells Mrs. Smith and Mrs. Jones never to use that kind of cream and certainly never to use any jar of cream which has that kind of a cap. And the word of mouth knocking is as strong as, if not stronger than, the word of mouth praise on which every toilet goods manufacturer depends to build a substantial part of his business.

This is a typical example of the set-backs plastics have had in their acceptance by the public, and certain toilet preparations have suffered jointly in the incidents. But much of this is ancient history today. Mistakes are still being made, to be sure, but I am willing to venture the very definite statement—and stand behind it as well—that any mistake of this nature made today is unnecessary and can be laid to the door of either lack of intelligent buying on the part of the toilet goods manufacturer or easily avoidable carelessness in his selection of a molder.

The plastic industry has had some unpleasant black eyes in the past because of this lack of intelligent buying and consequently has proceeded to put raw meat on the black eye in the form of great expense for research and test laboratories and to offer the results to the giver of the black eye. Maybe he has turned the other eye too, for I fear he's come away sometimes with two black eyes. Don't get me wrong—the toilet goods manufacturer didn't intend the black eye (I'm confining this entirely to toilet goods). Those black eyes were purely accidental, due to a woeful lack of knowledge in buying plastics and to insufficient interest to properly test products before tossing them in on the market. Sometimes I wonder why companies expect the public to respect the preparations they make when they show such lack of respect for them, themselves. It is equally true that when plastics were first presented to the toilet goods manufacturer they were over-enthusiastically sold, their sponsors believing them to be the packaging panacea of all time. They learned their lesson quickly.

In these *two* articles on plastics, this month and in January, I should like to set down guide posts by which the toilet goods manufacturer can avoid similar and even identical problems in the future and make plastics do a bigger and better job for him and his public. He is still

pretty headstrong about what he wants even when expert advice warns him against it.

The subject of plastics is so complex that it necessitates starting at the beginning (if there is a beginning!) and saying some things which probably most people know already. There are as many different variations of steel as there are uses for them and this is also true of plastics. And, like rayon, plastics have had to battle their way through one barrier of sales resistance after another; but also like rayon, they are certainly class conscious products today. They belong in a number of distinct price groups without straddling them all with a single product, but gearing to them all with adapted compounds. There are three distinct generic forms of plastic, the phenolic, the urea and the cellulose acetate and within each of these groups are great varieties as to formula, quality, color and potentially for use. The compound or powder manufacturers have each developed their own variations from one of the three basic groups.

The technical story on this would make my head whirl if I tried to explain it and your head would whirl in trying to understand it, so let's leave it for the engineers who have to worry about the manufacturing or molding of it. We'll stick to the subject where it impinges on the purchase of plastics by the toilet goods manufacturer. I might also say here that certain trade names for different formulas of plastics have come to be so loosely used that they are supposed to include all plastics. This is certainly *not* the case. Stick to the term plastic until you have discovered which of the entire group is really the one you are referring to. It's a bit safer. Some of the compound manufacturers make a product which they will tell you quite frankly can be used for a definite group of things but which cannot be used for certain other things, such as creams with 25 per cent water content. Another will say 5 per cent water content is the maximum safety limit for his compound. Another will tell you his compound has been tested on countless creams and never found to attack the cream nor be attacked by it. Some of the compounds have a wide color range, others a more limited scale. Some companies will, within a given color range, practically guarantee to match any shade. Often times color in the exact shade of the plastic must be the color decision for your decorative scheme on a package, co-ordinating label, carton, wrapping, etc., to it, rather than expecting some unusual shade of your own selection to be matched by the compound. These, as I sketch them are but skeleton outlines, of which I believe everyone should have a working knowledge in order to use plastics to the greatest advantage.

Next is a very important point from a practical standpoint. A color scheme for the package, we'll say, has been determined. But one product out of the entire group to be packaged with plastic is affected by it. Sometimes it is possible to procure a more expensive com-

pound, matching in color the one decided upon, to use for this item while the less expensive compound will do excellently for all the other items in the line. Such a situation could easily arise in the case of a cream jar where the base may be a slightly different formula, fool-proof against the product, and the cap matching the base in color and other items in the line, is actually a different formula. less costly to produce and still perfectly safe to use as a cap because it doesn't come in the same direct contact with the product. Or perhaps because the expansion which is different between the jar and the cap can be overlooked in the cap but must be considered in the jar.

These points can only be finally determined by testing the product (the exact product) in plastic containers of the exact formulae to be used. Only after sufficient tests can one be sure. Some of the compound manufacturers are making such tests every day. Some of the molders are also making them. And it behooves the toilet goods manufacturer to make them for himself as well and not leave it entirely to others. If they are going to do testing for him his own laboratories should make check-up tests at the same time, for, in the last analysis, he is responsible to his public for his product.

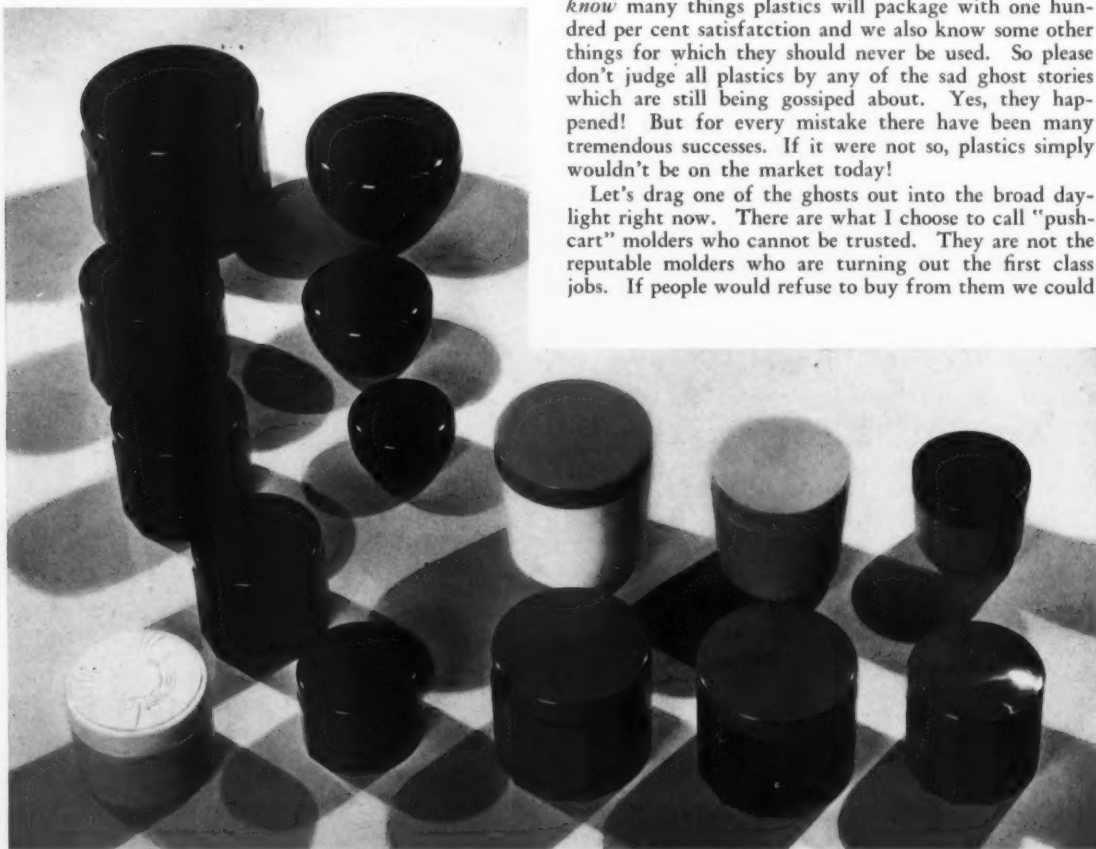
Nothing is to be gained by a compound manufacturer recommending for use on your particular product a compound which will either affect the product or be affected

by it, which may fade in daylight or in some other way prove unsatisfactory. Instead, I have known them to definitely advise against their compound for such a purpose and even mention some other compound which might prove satisfactory. There are too many uses for all the compounds now being manufactured to try to force any of them on a given job which it is not suited to. Generally speaking this apparent altruism which happens to be good sense is also true of the molders—at least of the first class molders.

So it becomes a triangular situation with the toilet goods manufacturer one angle, the compound manufacturer the second angle and the molder to be selected by him or recommended to him by the compound manufacturer the third angle. Now no triangle is worth its construction if you don't create a relation between those three angles. And the closer the three work in planning, designing and producing the plastic item the better off everyone is and the less opportunity for unnecessary mistakes. Of course if you are engaging a designer to create your package, he, then, must be guided to work with the others to insure sound design for molding, economical and practical. This is a vital point and will be referred to again in the next section of this article.

Molded plastics are actually graduating out of the experimental stage and growing in importance daily. They have had some very serious setbacks as we all know but they are eventually being ironed out. Today we definitely *know* many things plastics will package with one hundred per cent satisfaction and we also know some other things for which they should never be used. So please don't judge all plastics by any of the sad ghost stories which are still being gossiped about. Yes, they happened! But for every mistake there have been many tremendous successes. If it were not so, plastics simply wouldn't be on the market today!

Let's drag one of the ghosts out into the broad daylight right now. There are what I choose to call "pushcart" molders who cannot be trusted. They are not the reputable molders who are turning out the first class jobs. If people would refuse to buy from them we could



have a nice big group funeral and lay away a few dozen headaches. But so long as manufacturers insist in chiseling in price to the point where a reputable molder can't stand the gaff, (plastics are not to be considered one of the cheap materials for packaging) and the "push-cart" molder gets the job, promising to use one compound in the molding but using an inferior, untested, or "home-made" one in stead, or poor molds, insufficient pressure and steam, troubles are standing at the door with both arms open to welcome you. Choosing your molder therefore becomes a vitally important phase of buying plastic packages. If you haven't already found a molder who works ideally with you, start shopping them all, for it is perfectly true that some of them are most efficient on some types of molding while others outshine the rest in their own specialized field. Practically all the reputable molders are pretty well known to the toilet goods buyer. So when a fly-by-night molder appears to quote you on a job when every other estimate has looked too high, watch your step. If you don't pay in dollars you may have to pay in sense—for your common sense will disappear if you accept that below-cost-estimate. The trouble may not show up until the product is on the market, and it may end up a wash-out because you either shouldn't have reached for plastics when the item didn't warrant the cost, or you ill-advisedly thought you were saving money and being smart doing so.

The important details of molding which the toilet goods manufacturer should be conversant with will be discussed in the next section of this article and the importance of not only good, but practical design. Other points to be covered which definitely can make or break a plastic job are the matter of giving the molder and compound manufacturer sufficient information about the product to be packaged so that they can advise wisely as to which compound to use and which colors can be used in it. These will be treated in a questionnaire form with explanations for each question. Proper liners will be discussed, and also plastics in combination with other materials. Also some practical applications of plastics in toilet goods which have either not been done at all or as yet only imperfectly attempted.



Essential Oil Review

Before the second section of this article appears THE AMERICAN PERFUMER will welcome inquiries and opinions from toilet goods manufacturers relative to points which they particularly would like to see discussed in the article.

I have been able to make a rather extensive collection of most of the outstanding examples of mold in plastics now being used in packaging and displaying toilet goods. This array has been more or less arbitrarily divided into two groups, one in this section and the other to be shown in the second section. The division does not in any way indicate preference of any items but rather has been made to facilitate the making of the photographs.

I want to say a few things in comment upon the packages illustrated in this section. The plastic cream jars shown are practically all stock molds, some of which are now in use by toilet goods manufacturers. They are all certainly desirable as containers. All are well molded and well finished, quite ready to glorify first class products. I believe the lightness of weight especially in the large size jars is an advantage over a too-heavy container of any other material.

The biggest drawback to the plastic cream jar (aside from the fact that many of the light colors cannot be used for this purpose) is the reluctance on the part of the consumer to do her repeat buying on the original package. Once she has several plastic jars she begins to want refills. There are several practical methods of producing refills, which naturally can be sold for a much lower figure than the original package without detracting from it in the least. An inner shell container of one

(Continued on Page 485)



Editorials

The American Perfumer

and Essential Oil Review

Trade Mark Registered U. S. Patent Office

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc. No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

Vol. XXIX, No. 9

November, 1934

Get Rid of Excise Tax

WHEN Congress was considering the excise tax on cosmetics, proponents of the measure used four main arguments in favor of its enactment. To many, these arguments seemed cogent at the time, although, of course, only the event could actually prove their validity. First, it was contended that the manufacture of toilet preparations was a "luxury industry" and as such was entitled to somewhat less consideration than an industry whose products were regarded as "necessities." Second, it was urged that manufacturers would pay the tax and that accordingly the burden upon consumers would be negligible. Third, it was believed that the yield from the tax would run to very substantial figures. Finally, it was contended that the tax could be easily and cheaply collected.

Each of these arguments is likely to be used when the tax again comes up for consideration. Hence an examination of the arguments in the light of actual experience with the tax may be well worth while.

The course of the depression has, it seems, clearly demonstrated that this is in no sense a "luxury" industry. Despite lowered incomes during the depression and, in too many cases, the lack of any incomes at all, both sales statistics and the observations of impartial students showed that women and girls continued to buy cosmetics. They found them essential to personal well being and vital in holding or securing employment. If toiletries are luxuries, why did women buy them in volume when they could ill afford to make other than necessitous purchases? The character of toiletries as necessities no longer rests on theory, it has been ade-

quately proven by history. In times of depression even the most spendthrift class does not spend on luxuries what it needs for necessities.

Now for the argument that manufacturers would pay the tax and that their customers would not. It is true that the early campaign for a definite passing on of the tax through the retailer did not succeed, but virtually every producer of toilet goods passed on the tax by way of revised price lists and discounts and these revisions are still in effect and will be until the tax is repealed. It is impossible to trace these increases through to the retail store because of the chaotic condition of drug store prices in general, but there is no doubt that the manufacturer passed the tax along and certainly the wholesaler and the retailer did not absorb it out of their relatively narrow margins.

It is hardly necessary to go into the question of tax yield. The figures, from the very outset, have shown that the tax has been a disappointment as regards the amount of money collected from it. Each month collections have been below estimates and the aggregate of money collected bears little relation to the glowing forecasts of those who anticipated huge revenues from the cosmetic excise.

As for the ease of collection, it was patent at the outset that the Congress and the Treasury had little idea of the complexity of the business of manufacturing and distributing cosmetics and toilet goods. They knew nothing of the private brand situation, of the relative cost of containers to contents, of combination packages and like matters, all of which bore heavily upon the collectors in their efforts to bring in revenue.

During the first few months of the taxable period, so many conflicting and confusing rulings were made by officials of the Treasury that to co-relate them into a body of regulations was an impossible task. Finally, a method was adopted, largely because of the difficulty of any other method which could be worked out, which not only brought less money to the Treasury but left many disputed points entirely up in the air. The result is that the Treasury is now engaged in an effort to collect alleged "back taxes" which is bound to be costly not only to the government but to the industry as well. Ease of collection was a myth and the event has proved it.

The cosmetic tax, then, remains a discriminatory

OUR ADVERTISERS

ELECTRIC CITY BOX CO., INC.
Buffalo, N. Y.

AMERICAN PERFUMER AND ESSENTIAL
OIL REVIEW

432 Fourth Ave., New York City.

GENTLEMEN: After making a careful survey of the results of our advertising in your publication, we wish to inform you that the results obtained were far greater than our expectation.

At this time we also wish to thank you for the liberal and prompt service you have given us on any matters which we have presented to you, and for the time and effort spent in making our dealings with you so worthwhile.

Trusting that your success may continue to grow, we are

Very truly yours,
ELECTRIC CITY BOX CO., INC.,
GEORGE F. B. JOHNSON, *Treasurer*.

burden upon a group of manufacturers, who make necessities. It is a burden upon the consumers who buy toilet goods. Its yield is below expectations. And it is extremely difficult to collect. Can there be any question that it should be repealed?

A campaign is now being started by the various associations in the industry with a view to presenting these facts to Congress at the next session. Everyone should co-operate in this campaign and give these organizations not only financial support but active assistance in their work. And, as we pointed out with no little success last month, each manufacturer can at least see his own Congressman and Senators before they go to Washington in January, presenting the cosmetic tax in its true light.

Statistics of Production

IT is impossible to comment very intelligently upon the statistics of production of toilet preparations during 1933, recently released by the Bureau of The Census and published elsewhere in this issue. The Bureau has again, for purposes best known to itself, changed the method of collecting the statistics and the classifications used in their presentation with the result that the figures for 1933 are not comparable with those of 1931.

On their face, the returns *seem* to show a very material decline in production of toilet preparations from that of the last census year. The number of establishments in the industry is *supposed* to have declined from 658 to 490, *both figures far below the actual number of establishments engaged in the industry*. Wage earn-

ers are *shown* to have dropped from a little over 10,000 to a little over 9,000 and wages from \$9,600,000 to \$7,600,000. Value of products, *as shown in the returns*, was \$108,233,000 as against \$166,257,000 in the previous census year.

At the same time, no figure or index is given which would relate the tonnage of production in 1933 to that of 1931. Prices undoubtedly fell sharply during that interval but whether they dropped enough to offset the decline in dollar volume is left wholly to conjecture. This drop of nearly 30 per cent in even the dollar volume of production *seems open to question*. Certainly department store sales did not decline in any such percentage during the two year period; the index figure compiled by this magazine from Federal Reserve statistics showing a drop of less than 20 per cent in that time.

Inasmuch as there are no other production statistics to be had in this industry and no sales statistics excepting those of the Federal Reserve banks, it seems unfortunate that the census statistics, as presented, should afford no basis for comparison with former years. It is doubly unfortunate when the figures themselves are so patently open to suspicion of inaccuracy as those recently released by the Bureau of The Census.

These statistics will receive wide publicity and we must plead guilty to a share in their dissemination. *We are publishing them because they are all we have and not because we consider them either accurate or valuable. A poor census is doubtless better than none at all—but not much better!*

The Maine Law Status

AN excellent lesson on the folly of rushing so-called "cosmetic legislation" through without provision for adequate hearings and study of the measures is presented by the case of the Maine law. While it is true that notice of the bill's introduction was available in time for the trade to have taken some steps in the matter, it is likewise true that almost no opportunity for opposition or even study of the bill was afforded before it was rushed through as a part of the State's effort to regulate cosmetology.

Injunction proceedings quite properly stayed the enforcement of the law and since the inevitable delays accompanied these proceedings, it is now quite evident that the law is likely to be repealed before it has ever been enforced. Thus we have the almost ludicrous spectacle of a state passing a law and then rushing to repeal it before it has even been given a trial. If proponents of "cosmetic" legislation have similar bills in mind for other states, let them look at the Maine example and then go slow enough so that the costly farce will not be repeated.

DESIDERATA

By

Maison G. de Navarre, Ph.C., B.S.

Hair Brightening Oil

One hair specialist of national repute has formulated the following mixture as a *brightening oil for blonde hair*. The mixture is supposed to revitalize the hair at the same time. Mix equal parts of hydrogen peroxide and a light mineral oil. Perfume with a stable compound. The product will separate in layers. Advise it to be shaken before use, at which time a few drops of ammonia water, U. S. P., is to be added to the amount used.

Wave Set with Pectin

This writer has for a long time maintained that pectin can be used in this type of preparation. A reliable manufacturer of the raw material suggests the use of about 10% along with kary gum (replacing a part of it with pectin). Checking the formula we find it very useful. Simply replace 10% of the kary gum with pectin, dissolve in water, and preserve. Be sure to use an acid reacting or neutral preservative, as pectin is decomposed by alkalis.

Soapless Shampoo

The new sulfonated fatty acid esters containing amido groups possess good detergent properties and are stable to acid alkali alike. When 3 to 5% of such a compound is dissolved in distilled water a very thick product is formed. The preparation can be tinted and perfumed more readily than plain sulfonated oils. The metallic salts of this series of compounds are water soluble, thus leaving no deposit on the hair.

The Future of Cosmetics

We quote an interesting excerpt from the September issue of the *Detroit Chemist*. The editorial written by T. A. Boyd, who quotes Glenn Frank, is articulate and apropos. Here it is: "The future of America (in our instance we might say cosmetics) is in the hands of two men—the investigator and the interpreter . . . We have an ample supply of investigators, but there is a shortage of readable and responsible interpreters, men who can effectively play mediator between laymen and specialist."

Xmas Merchandise Hint

The trend all this year has been strongly in favor of colognes. Many wise manufacturers have already capitalized on this. The trend is to colognes with other perfume backgrounds such as the floral notes and amber tones.

Cosmetic Output in 1933

(Continued from Page 436)

and in the total of wage earners. This latter figure is an average of the numbers reported for the several months of the year and does not include salaried officers and employes, for whom data will be issued later. In the census calculations, equal weight must be given to full-time and part-time wage earners (not reported separately by the manufacturers), and for this reason the figures exceed the number that would have been required to perform the work done in the industry if all wage earners had been continuously employed throughout the year. The quotient obtained by dividing the amount of wages by the average number of wage earners can not, therefore, be accepted at representing the average wage received by full-time wage earners. In making comparisons between the figures for 1933 and those for earlier years, the possibility that the proportion of part-time employment varied from year to year should be taken into account.

Manufacturers' profits or losses can not be calculated from the census figures, the bureau points out, because no data are collected for certain expense items, such as interest, rent, depreciation, taxes, insurance and advertising. Figures for "value added by manufacture," therefore, merely represent the total value of the products less cost of materials, containers, fuel and purchased electric energy.

At this census, in order to facilitate the preparation of returns by the smaller manufacturers, an abbreviated schedule was used for such manufacturers in many industries, including those covered by this report. This schedule called merely for data on employees and their compensation, cost of materials, fuel, etc., and *total value of products*. As it did not provide for any detailed data on the kinds and quantities of products, it has been necessary to present in each section an item representing the total value of the products reported on this abbreviated schedule by establishments classified in the industry to which the section relates. The aggregate of these items, \$32,093,892, amounts to 8.4 per cent of the total value of all products of the three industries concerned, but for certain individual products the percentages are somewhat larger. As the detailed 1933 figures do not include any data for products made by establishments reporting on the abbreviated schedule, they are not strictly comparable with the corresponding figures for 1931.

Summary for the Cosmetic Industry

	1933	1931
Number of establishments	490	658
Wage earners (average for the year)	9,260	10,008
Wages	\$7,630,873	\$9,663,419
Cost of materials, containers, fuel, and purchased electric energy	\$34,166,556	\$44,178,747
Products, total value	\$99,035,264	\$153,789,893
Perfumes, cosmetics, and other toilet preparations	\$78,224,167	—
Other products, not normally belonging to the industry	\$10,416,475	—
Perfumes, cosmetics, and other toilet preparations and products not normally belonging to the industry, not reported separately	\$10,394,622	—
Value added by manufacture	\$64,868,708	\$109,611,146



Natural Flower Oils

*Rose, Orange Flower and Tuberose,
Their Production, Character, and Uses*

by DR. ERNEST S. GUENTHER *

REFERENCE to the delightful and velvety fragrance of roses is found in the Scriptures and in many instances classical literature praises the divine flower. Homer mentions the use of rose perfume in the form of an ointment (maceration) and Roman historians describe luxurious Bacchanaliae on carpets of rose petals under a fountain of rose water.

It seems that the art of distilling roses for scented water was first developed in Persia whence many Oriental luxuries were introduced to ancient Rome. Definite records of an important trade in rose water are given in old documents from Bagdad dating back more than a thousand years. Shiraz in Persia appears to have been the center of this industry which, with the penetration of Northern Africa and Southern Europe by the Moslems, seems to have followed the conquerers.

Around 1600 the Persians observed that the actual fragrance of rose water was due to droplets of oil floating on the surface. With the beginning of the distillation of rose flowers for oil of rose proper (attar or otto of rose), Shiraz in Persia became the centre of the newly discovered art. Later this industry was carried by the conquering Turks to the Balkans and another, and in fact much more important, center of rose cultivation gradually developed particularly around Kazanlik and Karlovo in Bulgaria. Since then this famous "Valley of the roses" has remained the world's most important rose producing territory and has held almost a monopoly particularly on rose distillation. In the Nineteenth Century, rose plantations on a large scale were also started in Southern France although they never attained the importance of the old established Bulgarian industry.

The principal method used for obtaining rose oil is regular steam distillation. In Bulgaria by far the greatest part of the rose harvest is worked up according to this method which we have described in detail on earlier occasion.¹ Distillation in Bulgaria is carried out by individual small growers and producers, and by large scale distillers in a score of well-equipped factories located throughout the "Valley of the Roses." The Bulgarian otto of rose is one of the most valuable and indispensable of perfume raw mate-

rials. A relatively small portion of the Bulgarian rose crop is submitted to extraction with volatile solvents whereby the Bulgarian "concretes and absolutes" are obtained.

Before describing these Bulgarian extracts we shall deal with the rose industry of Southern France which has been developed on the slopes of the Alpes Maritimes around centres such as Grasse, La Colle, Saint Paul, Vence, Pegomas, Mougin, Montauroux, Seillans, etc. The rose flower principally cultivated in this region is "Rose de Mai," a variety of *Rosa Centifolia* and so closely related to the Bulgarian *Rosa Damascena* that botanists have not yet fully agreed on exact classification.

The rose flowers in Southern France are grown by individual farmers as part of their regular agricultural occupation including the planting of jasmin, vegetables, grapes, olive trees, etc. Rose harvest takes place in May and lasts several weeks; the flowers are picked early every morning, mostly by women and children. One "ceuillease" can pick from four to eight kilos of rose flowers per hour earning about 0.30 francs per kilo. The flowers are subsequently delivered by field brokers to the various flower oil manufacturers in Grasse and vicinity. The flower price is fixed every year between representatives of growers and manufacturers; the prices finally agreed upon are valid throughout the region.



A TOWN IN THE FLOWER FIELDS

* Chief Research Chemist, Fritzsche Brothers Inc., New York.

Contracts are usually made between manufacturers and farmers for the total yield of certain plantations throughout the whole harvest. Rose prices have varied from as high as eight francs per kilo in 1928/29 to one franc in 1932. This last named price was so abnormally low that it did not cover producing cost and many French farmers therefore discontinued their rose plantations. Some of the most beautiful and rather young rose de Mai fields have thereby disappeared and brought about such a shortage of rose flower production that in 1934 rose prices have risen to 3.25 francs per kilo. Of course the French rose growers cannot be expected to work for years at a loss, but on the other hand it must be considered that in view of the lowered dollar exchange, prices of the finished French rose flower oil might become so excessively high for the American perfumer that he will be forced to resort entirely to the lower priced Bulgarian rose absolutes.

During the last century roses in Southern France were worked up primarily by steam distillation in order to obtain fragrant rose water which in France and Mediterranean countries is widely used in toilet preparations. One thousand kilos of roses de mai yield thereby about one thousand liters of rose water and 100 grams of rose oil.

Since this fragrant rose water, at least in former years, found a ready market and could be sold with good profits, the oil of rose as separated from the rose water, has always been considered in Southern France more or less of a by-product. Without the possibility of selling the rose water, French rose distillers, particularly the distillation of the oil, could never have endured the Bulgarian competition because the yield of the Bulgarian oil is far superior to yield of oil as obtained in Grasse



ROSE DE MAI IN BLOOM

and vicinity. While in Bulgaria 4,000 kilos of rose flowers yield about one kilo of rose oil (otto of rose), in France 10,000 kilos are required to yield one kilo of oil. In Bulgaria the roses are worked up during the process of distillation, entirely for the oil and not for the water which is always redistilled (cohobated) in order to obtain the oil suspended or dissolved therein.²

Aside from distilling roses de Mai for obtaining rose water manufacturers in Southern France years ago used to submit a very large part of the French rose de mai crop to the process of maceration. Only the careful separated rose petals and not the green calices are thereby employed. This method yields, as we have described on a previous occasion, the so-called pomades of rose from which alcoholic *extraits* of rose can be obtained. These *extraits* used to be a very important items in old fashioned perfumery and formed one of the principal ingredients for building up some of the finest perfume creations of past years. By concentrating the alcoholic *extraits in vacuo*, absolutes of maceration can be obtained. Seventy kilos of pomade treated previously with 350 kilos of rose petals give about one kilo of absolute. However, like all absolutes of enfleurage or maceration, these products show often a fatty by-note alien to true rose perfume.

Introduction of the modern methods of extraction by volatile solvents brought about a fundamental change. The process of maceration is more and more disappearing and nowadays in France practically all rose de Mai flowers are being extracted with petroleum ether; a small percentage is distilled for the rose water. Extraction of roses de Mai with volatile solvents gives concretes which in the form of alcoholic washings are used in alcoholic perfumes; more frequently the concretes are transformed into alcohol



MAKING ROSE POMADE



BITTER ORANGE TREES

soluble absolutes. 400 to 500 kilos of French roses de may are required to give one kilo of concrete which in turn yields 500 to 600 grams of absolute of rose.

Another rose variety cultivated in Southern France, and also on the Italian Riviera (Bordighera) is rose Brunner which, in the form of cut flowers, is shipped to the various cities of France or exported to Northern European countries. Those flowers which cannot be sold for ornamental purposes are sometimes sold at much lower prices to Grasse and worked up by the process of steam distillation (rose water) or by extraction with volatile solvents (concretes and absolutes). The yield in both cases is comparatively high but the products of rose Brunner thus obtained can not be compared in quality with those of rose de Mai.

Bulgarian Rose Extracts

We have seen that in France most of the roses de may are nowadays extracted with volatile solvents whereas a small portion is distilled merely for obtaining rose water. In Bulgaria, on the other hand, by far the greater part of roses (*Rosa Damascena*) is distilled in order to obtain otto of rose; only a relatively small portion is extracted by volatile solvents. 400 to 450 kilos of roses are required in Bulgaria for extracting one kilo of concrete which upon transformation yields about 520 grams of absolute. Most of the important rose distillers in Bulgaria are well equipped for carrying out extraction of roses with petroleum ether. The buildings and extraction apparatus are all modeled and constructed according to the principles applied in Grasse.

Constitution of Concretes and Absolutes of Rose

Considerable research work has been done on distilled Bulgarian rose oil (otto

of rose), by Eckart, Barbier, Tiemann, Semmler, Bertram, Gildemeister, Hesse, von Soden, Walbaum. These and other workers found the following constituents:

- 1-citronellol (main constituent)
- geraniol
- nerol
- 1-linalool
- esters of these terpene alcohols
- phenyl ethyl alcohol
- eugenol
- farnesol
- citronellal
- citral
- nonyl aldehyde
- stearoptenes.

While investigations on distilled Bulgarian rose oil have been numerous, work on the extracted concretes and absolutes has been less thorough. It may be assumed, however, that the same constituents occurring in the distilled otto are present, though in different ratio, in the extracts.

Walbaum³ found phenyl ethyl alcohol to be an important constituent of rose extract and later von Soden⁴ showed that the 75 to 80% of the total alcohols present in the volatile oil of the absolute consist of 75% of phenyl ethyl alcohol and only of 25% of the other alcohols occurring in the distilled otto of rose. Elze⁵ confirmed these findings and proved that aside from phenyl ethyl alcohol as main constituent, the alcohols of rose extract consist of geraniol, citronellol, nerol and farnesol.

It is interesting to note that phenyl ethyl alcohol is the main constituent of rose extract whereas in distilled rose oil it occurs only in a small percentage (ca. 1%)⁶. The cause for this phenomenon lies in the good solubility of phenyl ethyl alcohol in water; upon steam distillation of roses, phenyl ethyl alcohol is dissolved in the distillation water and is therefore missing in the oil. Phenyl



A FIELD OF TUBEROSES

ethyl alcohol has also been found by von Soden and Rojahn in the residuary waters of Bulgarian rose distillation. Evidently the products of rose extraction by volatile solvents represents the original perfume of the rose flowers in a truer and more complete manner than the distilled ottos which contain only part of the odoriferous principles of the flowers.

Application of Rose Concretes and Absolutes

The French rose absolutes have a slightly deeper character, they are more "spicy" than the Bulgarian products of extraction which latter somewhat remind of the distilled Bulgarian ottos. To reconstitute the true perfume of the living rose blossoms it is advisable to combine the distilled Bulgarian rose otto with the extracted absolute. The distilled otto is fragrant and powerful in its first effect, but rather volatile and therefore fades after a day or two of exposure on a blotting paper. The absolute on the other hand has a deep and smooth tonality; due to the content of natural waxes and fixatives it is of great lasting effect. By mixing the two products, for instance in a ratio of two parts of oil and eight parts of absolute, a product is obtained which combines the delicate, fragrant topnote of the otto with the full body and the high fixation value of the extract.

Absolutes of rose are considerably cheaper than the distilled oils because the former contain much inert material such as waxes, etc. Therefore extracted rose products are more economical in application than distilled oils. On the other hand, the absolutes are much less soluble in dilute alcohol than the distilled oils.

Concretes and absolutes of rose find wide application in practically every phase of perfumery, particularly in alcoholic perfumes, also in face powders and creams. They impart to synthetic compounds a natural fullness which can not be imitated by distilled essential oils. The color, as a rule, is not objectionable and no discoloration on standing is to be feared. Rose extracts are used to good advantage in all types of compounds, in oriental types as well as in floral compositions.

Orange Flower Oils

Citrus Bigaradia Risso

We gave a detailed survey of these products on a previous occasion.⁷ To summarize briefly, the blossoms of the bitter orange are treated by the following methods:

1.) Steam distillation gives oil of neroli bigarade and fragrant orange flower water. The greater part (more than 80%) of the annual orange blossom harvest is worked up by steam distillation. Oil of neroli bigarade is widely used in perfumery. Like otto of rose it represents one of the finest and most valuable ingredients for imparting delicate tonalities to high grade compounds of flowery and oriental character.

The fragrant orange flower water obtained as by-product of steam distillation is highly esteemed and much employed in France, Spain and Italy, in beverages, pharmaceutical preparations and in households directly for flavoring purposes.

The odoriferous principles of orange flower water can be extracted by proper treatment of this water with volatile solvents (mostly petroleum ether) whereby the

so-called "absolute of orange flower water" is obtained. 3000/3500 kilos of water are required to give one kilo of this absolute. It is a liquid of extremely powerful odor and very valuable either for direct employment in perfume and flavor compounds or for reconstituting the original fragrant orange flower water by adding a small percentage of "absolute from the water" to distilled water. One gram of absolute added to three and one half liters of distilled water is usually sufficient to produce the desired effect. Thus the costly transport of the bulky original orange flower water and its high custom duties can be avoided. A very thorough study of the properties of orange flower water and the corresponding absolute has recently been published by Y. R. Naves⁸.

Extraction by Volatile Solvents

2.) Direct extraction of bitter orange blossoms by volatile solvents (usually petroleum ether) gives concretes which by treatment with alcohol can be transformed into alcohol soluble "absolutes of orange blossoms." They represent the deep and powerful, yet agreeably smooth fragrance of the natural blossoms in a most complete and beautiful manner. About 450 kilos of flowers are required to yield one kilo of concrete which in turn gives about 53% of absolute. A part of the annual orange blossom harvest of Southern France (less than 20%) is worked up according to this method. The absolute thus obtained contains all the odoriferous constituents of the orange flowers, parts of which are missing in the distilled neroli oil. The latter is lighter in color and more soluble in dilute alcohol; the absolutes are darker and soluble only in high proof alcohol. The distilled neroli bigarade oil has undoubtedly a stronger top note, but the absolute on the other hand excels by its lasting quality and its richness of odor. Like in case of distilled otto of rose and extracted absolute of rose it is therefore advisable to combine the corresponding two orange flower products. By mixing for instance two parts of oil of neroli with eight parts of absolute of orange blossoms a very beautiful product is obtained which blends fragrance with fixation value.

Orange flower absolutes are particularly adapted for high grade perfumes of modern Oriental character, also for heavy flower compositions such as narcissus and honeysuckle.

3.) Maceration of orange blossoms with hot fat used to be widely applied in Southern France before the introduction of the modern methods of extraction with volatile solvents. The products thereby obtained (pomades, extraits and absolutes) used to be widely employed in old-fashioned perfumery and formed part of some of the finest perfume creations. They are to a certain degree still retained in some French perfumes but the importance of this manufacturing method is rapidly diminishing before the modern method of volatile solvent extraction.

Culture of Bitter Orange Trees

The cultures of bitter orange trees were originally located between Grasse and Vallauris in Southern France; this centre still remains the most important one. Of

late years these cultures have been extended to Italy (Liguria and Sicily) and Northern Africa (Algeria and Morocco). Spain (Andalusia) is also producing neroli bigarade oil but no extracted absolutes so far.

Tuberose Flower Oils

Polianthus tuberosa L., a native of Central America, has been cultivated for a long time and on a large scale, in Southern France. While in former years the Grasse region used to produce several hundred thousands of kilos of tuberose flowers per year, tuberose plantations have lately diminished almost to the vanishing point. Cultivation of these flowers is cumbersome and costly because it requires much labor. The too low prices for flower material prevailing during the past few years discouraged the growers and nowadays only a few remaining tuberose fields can be found, principally around Pegomas and Vallauris.

Cultivation⁹

The tuberose is a very delicate flower easily killed by frost and therefore the bulbs must be unearthed every November, stored over winter in an airy and dry place sheltered from frost and be replanted in April. They bloom most profusely in porous alluvial soil but do not last more than 4 to 5 years in rich soil and are therefore frequently replaced by fresh bulbs grown from offshoots in nurseries. Harvest takes place from the middle of July to the end of September, early every morning. Great care has to be taken to pick only the just opening buds because fully opened blossoms would wither and decay during the process of *enfleurage* thereby completely spoiling the pomades.

Methods of Manufacturing

The classical method of treating tuberose flowers is by cold *enfleurage*. Even more than in case of *jasmin* flowers, tuberose blossoms while remaining on the chassis continue to develop and exhale additional quantities of natural perfume which is continuously absorbed by the fatty corps. A. Hesse¹⁰ carried out most interesting investigations on this subject and came to the conclusion that *enfleurage* in case of tuberose flowers yield about thirteen times as much flower oil as extraction with volatile solvents does. While *jasmin* flowers are left on the chassis for 24 hours, tuberose *enfleurage* is extended to 48 hours for each batch of flowers.

Some perfumers claim that tuberose *enfleurage* products represent the natural perfume as exhaled by the living tuberose blossoms, better than the absolutes of extraction; others are of the opinion that genuine tuberose extraction absolutes are quite superior in regard to clearness of odor. Undoubtedly the latter are so extremely powerful that the natural perfume character is somewhat concealed. About 1150 kilos of flowers are required to give one kilo of concrete of tuberose extraction which in turn yields about 18/23% of absolute. Few perfumers have ever seen the pure absolute of tuberose extraction; on account of its very low yield the extraction product is such an abnormally expensive article that its application becomes possible only in a

few cases of very high grade perfumery. For wider use the products of tuberose *enfleurage* must be recommended. Still lower in price are the "absolutes of tuberose chassiss," i.e. the absolutes made by volatile solvent extraction of the flowers removed from the chassiss after the *enfleurage* process.

Constitution of Tuberose Flower Oil

Investigations have so far not been very complete. Hesse,¹¹ the chemists of Schimmel & Co.¹² and lately Elze¹³ found the following constituents or at least suspected their presence:

benzyl alcohol and its esters, among them particularly
benzyl benzoate, furthermore
Methyl benzoate
Methyl anthranilate
Methyl salicylate
geraniol
nerol
eugenol
farnesol

According to Hesse, the *enfleurage* products of tuberose flowers are considerably richer in methyl anthranilate than the extraction absolutes. He concluded that during *enfleurage* tuberose flowers develop 56 times more methyl anthranilate than they contain ready formed at the moment of picking.

We find that about 150 kilos of tuberose flowers are required to give one kilo of "absolute of *enfleurage* tuberose."

Employment of Tuberose Flower Oils

It is rather unfortunate that in the U. S. A. the scent of tuberose as such has never been very popular, very likely for the reason that these flowers are used in America so widely on occasion of funerals. In reality however the perfume of tuberose is of a sensual richness which renders excellent service in modern compounds of the heavier type. For instance, a most beautiful and true to nature gardenia perfume can be built up by carefully blending natural tuberose flower oil with small quantities of ylang ylang absolute of extraction, heliotropin and hydroxycitronellal. Most modern perfumes of French type contain at least small quantities of this rich tuberose flower oil.

¹ American Perfumer & Essential Oil Review; June, Sept. to Dec. 1930.

² If in France roses de Mai are distilled according to the same process as applied in Bulgaria, i.e. if the rose water is cohobated to obtain all the rose oil dissolved therein, ca. 6000 kilos of rose de Mai flowers are required to yield one kilo of rose oil. Bulgarian roses therefore give a higher yield of oil.

³ Berichte d. d. chem. Gesellschaft 33 (1900), 2290.

⁴ Journal f. prakt. Chemie II. 69 (1904), 265.

⁵ Chem. Zeitung 43 (1919), 747.

⁶ von Soden und Rojahn, Berichte d. d. Chem. Ges. 33 (1900), 1720. H. Walbaum, Berichte d. d. Chem. Ges. (1903), 2299, 2302.

⁷ American Perfumer & Essential Oil Review, January, 1933.

⁸ Les Parfums de France, March 1934, 61.

⁹ Les Parfums de France, October 1928, 287.

¹⁰ A. Hesse, Berichte d. d. Chem. Ges. 36 (1903), 1459.

¹¹ A. Hesse, loc. cit.

¹² Berichte, Schimmel & Co., April 1903, 74.

¹³ Elze, Reichstoff Industrie 3 (1928), 154.

Cosmetic Publicity in England

(Continued from Page 439)

Hudnut, however, affords an example to the contrary. In spite of really lovely packs and high-standard preparations, they are not nearly so well-known, in my opinion, as they deserve to be. I think this is largely due to a somewhat insufficiently defined policy. If such firms could see more clearly what they are aiming at, they would be much more likely to hit it.

In the United Kingdom, publicity is mainly confined to the national press, popular magazines and similar periodicals—a link (and an important one) with the retail trade being afforded by the specialized trade papers which circulate among chemists, pharmacists, hairdressers and the beauty trade generally. Various attempts have been made to publicize cosmetics through the media of outside radio stations, such as Fécamp, Athlone (in the Irish Free State) and Luxemburg. In my opinion, and it is backed by experience, this type of radio advertising—even though carried on outside the shores of the country itself—is highly successful, and destined to be one of the chief propaganda forces of the future.

In the scope of the present article I obviously can not deal with English advertising in detail, but I would implore the average company to take greater pains with its English publicity. It is not always necessary, or even advisable, to start a campaign with expensive national press advertising. Many firms, both home and foreign, have commenced in the first place with beauty parlors, chain store business or specialized retail outlets.

In conclusion, I would recommend any prospective manufacturer to visit the country himself to make a fairly close observation of conditions at first hand, even if it does mean a slight delay in reaching the Continent.

Treasury Seeks Cosmetic Taxes

(Continued from Page 436)

intends to attempt to collect taxes through assessments on the basis of the first sales by manufacturers outside of affiliated groups. He added that there would be a number of large assessments of taxes against affiliated groups of corporations manufacturing and distributing toilet preparations, and that the Bureau, in anticipation of litigation, is quite prepared to defend its stand in court.

The office of the Assistant General Counsel for the Bureau, Mr. Matthews said, has approved the position of the Bureau in each case referred to the office.

The above is taken from Mr. Matthews's primary memorandum. To it he attached another indicating that the Bureau expects in some cases to collect as much as 10 times the amount of excise taxes declared by manufacturers.

As an example of his theory, Mr. Matthews cited one holding corporation already studied by the Bureau of Internal Revenue and against which it expects to make a substantial assessment of taxes.

This holding company, according to the Bureau, has a complete set-up of the kind it is fighting, including a corporation for manufacturing toiletries in bulk, a packaging corporation and three sales corporations.

Taking the example of a compact or lipstick retailing at about \$1.50, the Bureau traced the sales steps

followed by such an article to illustrate its contention that the excise tax on that article should be in the neighborhood of 10 cents, or 10 per cent of what it considers the actual sales price received by the manufacturer instead of 1 cent paid on the article.

The article was sold by the manufacturing company to the packaging company for 10 cents, the Bureau report showed, and a tax of 1 cent accordingly was paid on this sales price. Then the packaging corporation sold the article to the three sales corporations for 60 cents and these in turn sold it to unaffiliated wholesale companies for \$1. In the end the consumer paid a retailer about \$1.50 for the article.

The Bureau contends that the Government should have received 10 cents in taxes on this article, or 10 per cent of the price of \$1 received by the last of the affiliated corporations. How much money is involved in the contemplated actions was not revealed. Neither did Mr. Matthews give any indication of the extent of the claims to be filed by his Bureau.

However, it appears quite clear that the toiletry and cosmetic manufacturers face a show-down with the Government that will be both complete and final.

Promotion Methods That Get Results

(Continued from Page 441)

promotion department to be in a position of influence in the perfume and toilet goods field. The accompanying chart will illustrate how this should be done.

Of course, the correspondence should be preceded in as many cases as possible, by personal contacts to establish harmonious and interested receptivity. The response to a consistent program of this kind is amazing in its revelations and constructive results. Each group develops its own unit of sales, increasing in volume as time goes on, and the ever widening circle of publicity extended when this plan is persistently followed, resembles those that ensue when a stone is thrown into a pool of water. Each letter—the important points retained and stressed in each instance—should be designed for its particular group, and never duplicated in form.

Another valuable asset for interorganizational communication, and for outlet development is a house organ. Here helpful hints on selling, instances discovered in personal trips, and excerpts from letters from the various sources of interest in the line, can be cited and passed along to aid in building up prestige and profit for the firm. It can be elaborate or inexpensively modest in its form. The conception and careful preparation being the essential and primary requisite.

The main reason why some manufacturers fail to achieve results from their sales promotion efforts is because they overlook or discount the importance of each of the steps necessary in the building up of an adequate plan. Then, too, some of them expect results too soon, or from the wrong sources; over-emphasize the place in outlets they think their merchandise is entitled to hold, without realizing that these must be carefully and consistently won, and adequate means toward that goal must be employed; not just a few things done, but all of them, over a period of time, and when this has been persistently and tactfully accomplished, the long-desired results will speak for themselves.

Surface Chemistry Leads to New Use for Soap

by DR. HANS F. WINTERKORN

University of Missouri and
Missouri State Highway Department



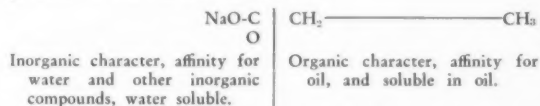
THE chemistry of old was principally concerned with the transformations in bulk of one or more chemical substances into others, with little or no concern of the mechanical subdivision of the materials employed. This kind of chemistry could be of but limited help to the biologist, the forester, the agriculturist, the cosmetician and all those other professionals who had to deal not only with the reactions in bulk of chemical elements and compounds, but who were also concerned with certain physical states of structure and subdivision of the materials. Recognizing the importance of subdivision and structure and therefore of amount and character of the surfaces involved in any chemical and physical reaction, these men built up their own branch of chemistry, *colloid* or in reality surface chemistry.

Reviewing the preparations of the modern perfumer and soap-manufacturer we observe that most of them fall into the realm of surface chemistry, and practically all of them had to undergo a surface chemical process in the course of their manufacture. In fact the cosmetic industry has been very eager to apply the tools given it by surface chemistry for the improvement of its products and for new creations. This is exemplified by the extensive and profitable use of the colloid mill. On the other hand it appears that surface chemical thinking has not been made use of in as high a degree as desirable for the explanation of the action of cosmetic preparations at the surface of application, for example the surface of skin, hair, nails, etc., or for the purpose of developing new uses and therefore new outlets for old products. In the following will be shown how by surface chemical reasoning a new use for soap has been found.

The problem at hand was to determine the factors responsible for the varying qualities of oiled earth roads and to find ways and means for their improvement. The materials used in the construction of such roads are black road oil and soil consisting usually of clay, silt and sand. A certain amount of moisture in the soil at the time of the oiling has been shown to be essential for a good oiling job, but after the road is constructed the agent with the most destructive effect is water. Therefore to judge the stability of an oiled earth road the behavior of a mixture of soil, oil and water has to be examined. If the affinity of the soil to the oil is greater than that of the soil to the water, then the oil will be adsorbed around the soil particles and will prevent a reaction of the soil with the water. A road built with

these soil and oil materials will be stable against water. If on the other hand the affinity of the soil is greater for water than for oil, then water will be adsorbed at the surface of the soil particles, and will cause swelling and softening of the soil-oil system. A road constructed with these materials is easily destroyed by the combined action of rain and traffic.

A survey of the properties of the common soil constituents proved that they all show greater affinity for water than for oil. Accordingly a stable oiled earth road should be an impossibility. This is a paradox because we knew and had built stable all-weather oiled earth roads. Apparently, in our considerations, we had neglected an important factor, the composite nature of the constituents of soil-water and oil. In the soil-water as well as in the oil there are dissolved and suspended large amounts of various substances, some of which possess the general character or exhibit the same behaviour as soap molecules. This dual character is expressed in the formula below.



The surface behaviour of this kind of substance is best illustrated by following a well known experiment. A drop of molten fatty acid is put on a water surface. After solidification and removal from the water, this drop is easily wetted by water on the side first in contact with water, but not on the side which was first exposed to air. This latter side is easily wetted by oil. Apparently, while in the liquid state, the fatty acid molecules have arranged themselves thus to bring their hydrophile heads in contact with the water, and moved the more inert organic part of the molecules toward the atmosphere.

On the basis of the foregoing facts and considerations the following reactions were pictured as taking place in a successful oiling job.

Those dissolved and suspended substances in the oil, which show a greater affinity for water than do the oil molecules but are not entirely soluble in water, will be accumulated and oriented at the oil water boundary. Vice versa the same thing happens with the dissolved and suspended substances in the water. These may accumulate and orient themselves on either the solid-water or the water-oil boundary. The water film gradually decreases in thickness by evaporation, until the oil ap-



FIGURE 1. EMULSION-LIKE APPLICATION OF OIL AND SOAP SOLUTION.

proaches the solid particle closely enough to be linked to it by means of the oriented substances at the oil boundary. This orientation, as can easily be visualized brings about the greatest resistance against water that can be attained with the materials employed.

These considerations furnished the incentive to investigate, whether the amount of substances of the character described above dissolved and suspended in the water and in the oil is sufficient for the attainment of the pictured microstructure of oiled earth roads, or whether additional introduction of this kind of substance would improve the qualities of a soil-oil mixture. For this purpose a large number of laboratory experiments were undertaken and in addition four special experimental roads were built.



FIGURE 2. PRETREATED SECTIONS B AND C, IN BACKGROUND AND FOREGROUND RESPECTIVELY.

The laboratory experiments were mostly concerned with the effect of soap upon the resistance of a soil-oil mixture against the slaking action of water and also with the effect of soap on the cohesion properties of such a mixture. The test samples were prepared by molding to the desired shape and drying:

- (a) Moist field soil
- (b) Dried pulverized soil with added water
- (c) Moist field soil with oil
- (d) Dried pulverized soil with oil
- (e) Dried pulverized soil with oil and water
- (f) Dried pulverized soil with oil and soap solution
- (g) Moist field soil with oil and soap solution.

All samples were dried at room temperature to the same moisture content then either suspended in water for the slaking experiment or tested for cohesion strength.

The experimental variations on samples (a) to (g) included variations in amount of oil and soap. As soaps sodium-floating soap and potassium soap prepared from the same fatty acids as contained in the sodium soap were used. Many hundreds of these test samples were prepared from a large number of different soils, ranging from light sandy soils to Wabash Gumbo, with variations of organic matter as well as the other constituents. The results of these tests as far as they concern the soap influence are following.

(1) Soap in all cases made the mixing of the soil and the oil easier and provided a better and more even distribution of the oil throughout the soil.

(2) In all cases in which the soils had a relatively low content of organic matter, soap showed beneficial effects in improving both cohesion strength as well as water resistance of the oil treated samples. Sodium soap proved to be better with lighter, potassium soap with heavier soils. In some cases where an oil treated soil slaked down in less than a day's time, the sample of the same soil treated with soap in addition to the oil resisted the water for over a year. This high protective effect in some cases was obtained with the use of as little oil as three per cent of the weight of the dry soil and 0.3 per cent of soap.

(3) With increasing organic matter in the soil the soap influence became erratic. This was first attributed to the effect of the sodium in the soap upon the properties of the colloids in the soil, since Winter-



FIGURE 3. SECTION OILED WITHOUT PRETREATMENT.

korn and Bayer had shown that sodium increases the affinity of clay for water to an astoundingly large degree. But since potassium soap showed the same effect although potassium usually decreases appreciably the affinity of soil for water, the reason for this behaviour undoubtedly must be sought in the dispersing and dissolving effect of the alkali-ion on the organic matter in the soil. Coagulation of this organic material with calcium-, iron- and other salts of bi- and polyvalent metals, and subsequent treatment with oil and soap solution resulted in non-shrinking water resistant specimens.

In consequence of the favorable results obtained in the laboratory four experimental roads have been built up to this time. For the sake of brevity only the first one will be described here in any detail.

A stretch of road was selected near Cairo, Mo., and the composition of the soil along the road was analyzed. It was found that the soil was of practically uniform character which eliminated the consideration of the soil factor in the final analysis of the results of the treatment.

The materials used in the treatment were: sodium soap 88%, yellow, neutral, road oil, and water (hard) from the city supply at Moberly, Mo.

The road was divided into sections A to H. Sections A to D were pretreated with soap solution and oiled after drying, and D to H were treated emulsion-like. An untreated section was left between D and E. The method for the emulsion-like application (Fig. 1) was as follows: Two distributing trucks, one filled with the road oil and the other with an aqueous solution of soap, were coupled together. Both liquids were spread through separate spray bars, attached to the rear distributor and directed to spray at the same spot of the road surface, thereby forming the desired emulsion at that point. The special advantage of this method is the possibility of controlling and varying the character of the emulsion to fit the requirements of particular soils and soil conditions, without being concerned with the stability of the emulsion under conditions of storage and transportation. The emulsion was used as a primer, and after its penetration into the soil, a second (oil) coat was applied.

The following table shows the length of the different sections, the amount of applied material and the final quality of the road surface.



FIGURE 4. EMULSION-LIKE TREATED SECTION H.



FIGURE 5. OIL-TREATED EARTH-GRAVEL WINDROW AFTER HEAVY RAIN. MIXTURE IN BACKGROUND CONTAINING SOAP.

Section	Length Feet	4% Soap Soln. Gals./sq. yd.	Quality of surface after treatment
A	1300	0.365	good
B	825	0.420	good
C	295	0.880	poor
D	735	0.460	good
E	800	0.420	good
F	650	0.390	good
G	725	0.310	very good
H	425	0.590	very good
Intersection		0.000	fair

A total of one gallon of oil per square yard was applied, about half in the emulsion-like priming (or first coat) and the rest in the final application. The condition of the different sections after two months is shown in figures 2, 3 and 4.

From this road, the following conclusions could be drawn, and were further substantiated by later road experiments.

The road sections which were pretreated or emulsion-like treated with 4% soap in water solution ranging from 0.31 to 0.59 gallons per square yard showed surfaces superior to those of sections treated with oil alone. The emulsion-like treated sections however were in best condition.

The section which had been pretreated with 0.88 gallons per square yard of aqueous soap solution appeared worse than any of the untreated sections. This detrimental effect was apparently due to the large amount of water and the crusty and cracked condition of the road surface at the time of application. Both influences combined and caused the soap solution and the oil partly to flow into the side ditches or to vanish in the large cracks without having an opportunity to

mix thoroughly with the soil. Besides, the change of the character of the soil colloid due to the introduction of the sodium ions undoubtedly played an important role.

Surface dust, usually one of the greatest obstacles to a good oiling job, improved the quality of the oil mat in all soap treatments.

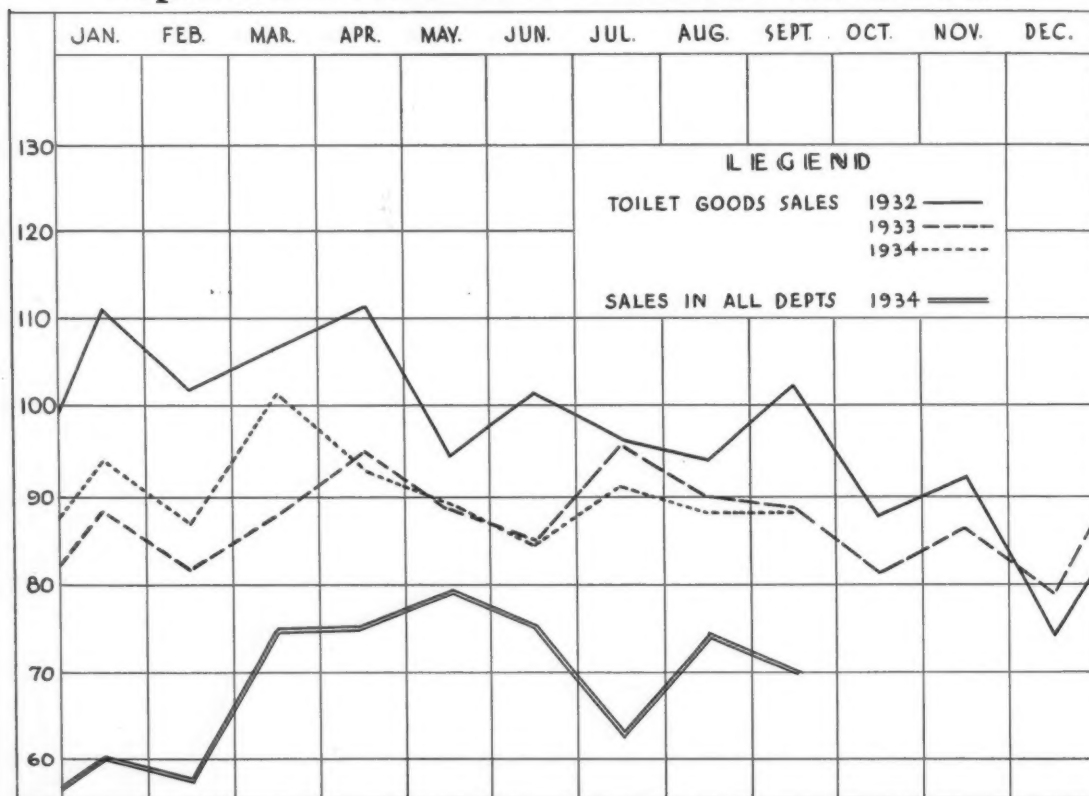
In consequence of the results obtained by Bayer and Winterkorn on the effect of sodium and potassium ions upon the water affinity of soil colloids, for the other experimental roads potassium fish-oil soap was used with good results.

Mr. Schappler, geologist of the Missouri State Highway Department, conceived the idea of building stable road beds for oil mat and other pavements by a soap-oil treatment of maximum density mixtures of earth,

sand and gravel. Recent road experiments indicate the success of this method. Figure 5 gives a striking example of the soap effect on oil-earth-gravel mixtures. The windrow in the middle of the road had been mixed with oil and water in the foreground and with oil and soap solution in the background. The mixture in both cases showed originally the same dark brown color. The picture shows how after a heavy rain the oil was washed out from the earth-gravel-oil mixture in the foreground, while being unaffected in the soap containing mixture in the background.

In view of these results there can not be any reasonable doubt that surface chemical reasoning has found a new outlet for soap. Also there is enough reason to assume that surface chemistry can be of great help in quite a number of other problems.

Department Store Sales Continue Good Record



THE accompanying chart is a comparison of sales of toilet preparations in department stores in five Federal Reserve Bank districts during the last three years and general sales in all departments in the same stores in 1934 to date. As will be seen from an examination of the chart, sales of toilet goods have consistently remained well ahead of general sales levels. In addition the sales lines for 1933 and

for 1934 to date show that business this year has been about equal to that of last year and now shows signs of exceeding the record for 1933 and also surpassing that for 1932. The chart is based on monthly sales for 1928 which are considered as 100. During 1930 and 1931 sales consistently held at about the 100 level. There was a fairly sharp drop toward the end of 1931 which brought the 1932

line below the 100 or 1928 level. Early reports for October indicate a gain over October of last year but the returns have not been sufficient as yet to draw a real conclusion which could be expressed on the chart. It is obvious, however, that the industry should be encouraged by the showing made during 1934 and optimistic for a decided upturn in the line over the next few months.

TRADE NOTES



Colgate-Palmolive-Peet Extra Dividend

The board of directors of Colgate-Palmolive-Peet Co. at its meeting October 24 voted to declare the regular quarterly dividend of 12½ cents a share on the company's common stock, and an extra dividend of 25 cents per share, both payable on December 1 to stockholders of record as of November 8.

"The directors decided that until the company has established an earning record of sufficient consistency and duration to warrant a change, the regular dividend of 50 cents a share per year would stand," said S. Bayard Colgate, president.

"It was felt, however, that the payment of this extra 25 cents is justified at this time, based solely on the actual earnings to date and the estimated earnings for the balance of this year."

The directors also declared the regular quarterly dividend of \$1.50 a share on the preferred stock. The dividend is payable January 1 to stock of record December 10.

Soap Producers to Meet

The seventh annual meeting of members of the Association of American Soap & Glycerine Producers, Inc., will be held December 6 at the Waldorf-Astoria hotel, New York. Highlights of code and association work during the past year will be reviewed, and the budget and basis of assessment for the code authority for the coming year will be considered.

Directors of the organization will be elected at the meeting, and the nominating committee has nominated for re-election all of the present board of directors. The directors, when elected, will in turn choose the president and other officers of the association.

"Band Box" Cleaner Takes Space

Rhodes-Perry-Martin, Inc., St. Louis, headed by Col. Halsey Dunwoody, has acquired floor space at 2110 Market street, into which it will move as soon as alterations are completed. The concern specializes in the manufacture of a synthetic "Band Box" cleaning solvent and dry cleaning equipment. The present location is 3680 Lindell boulevard.

Parfums Marlaine in Empire State

Parfums Marlaine Cie. has leased space for its offices in the Empire State building, 350 Fifth avenue, New York. The company has previously had its offices at 559 Fifth Avenue.

Howe Heads Industry Relations Council

Willard E. Howe, of New York, well known in the Beauty and barber shop supply field, was elected chairman of Industry Relations Council at a recent meeting of the directors of that organization. In this post he succeeds C. W. Godefroy, president of the Godefroy

Manufacturing Co., St. Louis. Miss Edna L. Emme, of St. Louis, is secretary of the Council.

The Industry Relations Council was established as a co-operative effort to bring to solution the mutual problems of manufacturers, wholesalers and retail operators in the beauty and barber shop industry. Its membership comprises delegates from leading trade groups in this field, these constituent associations including the All American Beauty Culture



WILLARD E. HOWE

Schools, Associated, Allied Manufacturers of the Beauty and Barber Industry, Associated Manufacturers of Toilet Articles, Beauty and Barber Supply Institute and the National Hairdressers and Cosmetologists Association.

An immediate activity of the organization will be an attempt to adjust the overlapping and conflict of NRA codes affecting the trade which now comes under provisions of the code of the perfume, cosmetics and other toilet preparations industry, the code of the beauty and barber shop mechanical equipment manufacturing industry and the supplementary code of the beauty and barber equipment and supplies trade. Mr. Howe, who is chairman of the equipment manufacturers' code authority, plans to call a meeting of the delegates from the affiliated trade associations next month to consider this problem.

Wholesale Drug Trade Conference

A trade practice conference for the wholesale drug trade under the auspices of the Federal Trade Commission will be held at the Congress Hotel in Chicago December 6. This conference was called following the resolution adopted at the recent annual convention of the association. It will consider unfair methods of competition and trade abuses in the wholesale drug industry about which frequent complaints have been heard in recent years.

A.M.T.A. Board Acts on Tax Problems

A meeting of the executive board of the Associated Manufacturers of Toilet Articles was held at the Biltmore Hotel in New York October 25. This was the first meeting of the board since the annual convention and a number of very important subjects were taken up for discussion and decision. Practically the entire membership of the board was present and in addition Charles S. Welch, secretary of the Code Authority,



CARL WEEKS



CECIL SMITH

Richard Stern of Ferd. Muelhens, Inc., New York, and George A. Wisley of Allen B. Wisley Co., Chicago. It is the custom of the board to welcome the members of the industry who may wish to take part in their deliberations or offer helpful suggestions for the work of the association.

The question of perfume smuggling through the Mexican border at Southern California and Texas points was discussed. On account of the tourist trade these points have become especially important as sources of illegally imported merchandise, competing not only with other foreign merchandise but with toilet goods of American manufacture. It was decided to cooperate with the Perfumery Importers Association, the Texas Pharmaceutical Association and the Southern California Pharmaceutical Association to put a stop to this practice as far as possible, and Hugo Mock, general counsel of the association, was empowered to take the matter up with the Treasury Department or to take any steps which may be necessary to deal with this troublesome situation.

The proposed Texas tax of 10% on cosmetic sales within the state was also discussed and the association through the intermediary of Texas pharmacists and wholesale druggists and with the assistance of Carl Weeks, president of the Armand Co., was represented at the hearings held October 23 and it is believed that action on the tax has been effectively blocked, although the matter may come up again at the regular session of the Texas Legislature meeting in January.

Mr. Mock reported on the situation with regard to the Cosmetic Law in the state of Maine. The activities of the association and others in combating this law have been discussed previously in these columns and the association has begun work on the repeal of the law at the next session of the Maine Legislature in January.

The Industry Relations Council of St. Louis, representing several national associations in the beauty indus-

try has invited the Associated Manufacturers of Toilet Articles to appoint a representative on the Council, and president Cecil Smith was authorized by the board to appoint such a representative.

A general discussion of the possibility of the revival of the Copeland Food and Drug Bill and the possibility of repeal of the Federal Excise Tax on cosmetics was held. Mr. Smith, D. J. Mulster of Ferd. Muelhens, Inc. and Northam Warren of the Northam Warren Corp. were appointed a committee to deal with the proposed food and drug legislation and other legislative matters. This committee will arrange meetings with other associations interested in the Federal Excise Tax or other matters important to the industry and attempt to work out a plan of concerted action.

Flavor Makers Warned on Imitations

The Federal Trade Commission has been exceedingly active regarding the proper advertising of flavoring products in recent months, according to a circular just issued by the Flavoring Extract Manufacturers' Association to its members. Advertising, it is pointed out, must not tend to convey the impression that products from synthetic flavors are composed in whole or in part of natural materials, while in quoting prices of "imitation flavoring products" the word "imitation" must be the same size of type and immediately precede the name of the article. Flavoring products prepared with vehicles other than alcohol should not be labeled with the term "extract," but may be called "flavors" if they meet Department of Agriculture requirements.

Deupree Back from Europe

R. R. Deupree, president of Procter & Gamble Co., Cincinnati, with Mrs. Deupree and their daughter, Betty



R. R. DEUPREE

returned on the *Bremen*, November 9, from a visit to England. Mr. Deupree spent most of his time visiting the British subsidiaries of his company, especially the Manchester plant of the Thomas Hadley Co., purchased by Procter & Gamble in 1931. Reports that his company was negotiating for another British soap company were denied by Mr. Deupree who said that his visit was for inspection of present properties. He

hinted, however, that another unit of the Hadley company might be erected somewhere in the British Isles at a later date.

Pharmaceutical Code Approved

The code for the Pharmaceutical and Biological Industry was approved on October 25 and became effective November 5. This code contains no trade practice provisions but the Code Authority is authorized to make a study to determine if such provisions are necessary. The basic work week will be forty hours and the basic minimum hourly rate thirty-five cents.

To Revive Stockton Soap Works

A new plant will be built at Stockton, Calif., to revive the old Stockton Soap Works, which was one of the oldest industries in the State. The trade brands and equipment have been purchased by Robert Law of Berkeley, California, and part of the new plant will be in operation by the end of the year producing cold process soaps. The new organization has acquired approximately 900 formerly active wholesale and retail accounts with the purchase of the business. These brands include "Stocktonia," "Angora Borax," "Superba" and "Long Bar."

A composition orchard spray and a preparation for treating building timbers against termite infestation will also be manufactured.

The original soap works was established here by a firm of wool growers, buyers and shippers, Williams & Moore, more than 50 years ago, and after almost 45 years of continuous production, was sold to a group which formed the Stockton Soap Works. This firm went out of business 18 months ago when the plant was destroyed by fire.

Rudemar in New Quarters

Rudemar Cosmetics, Inc., has established new offices at 200 West 57th street (Rodin Studios building), New York. These offices include wholesale and retail departments as well as a demonstration center. Special corrective treatments for the face and scalp are a feature of this new arrangement.

The offices will also be given a decidedly unique and artistic atmosphere, as they will house the famous collection of elephants and various curios from every section of the world. The officers of the corporation are Ruth D. Maurer, president; Frank V. Fayant of Philadelphia, treasurer, and Aurelea Bloom, secretary.

Godefroy Enjoins Formula Use

The Godefroy Manufacturing Co., St. Louis, has secured an injunction against the Lady Lennox Co., and Norman W. Siebras, its president, prohibiting the latter from manufacturing a hair dye from a formula which the plaintiff contended was secured from the Godefroy company while Mr. Siebras was in its employ. Evidence showed that the formula was a confidential one and that the Lady Lennox company had been using it.

L. A. Kerr, representative of the Godefroy Manufacturing Co., St. Louis, spent about three weeks in New York in late October and early November on a visit to the company's distributors in Eastern territory. He met C. W. Godefroy, president of the company, in the East on his way home from a trip abroad.

Burma Vita Boosts Salaries

All employees of the Burma Vita Co., Minneapolis, makers of "Burma Shave," received increases in salary a few weeks ago. This step was taken by the company as a tangible demonstration of its cooperation with the recently organized Minneapolis Civic and Commerce Association, whose purpose is to create satisfactory relations between employers and employees.

Armor and Brendlinger on Code Group

The Flavoring Extract Manufacturers Association has chosen the two members to which it is entitled on the Code Authority for the Flavoring Products Industry. They are George M. Armor of McCormick & Co., Baltimore, and E. L. Brendlinger, the Dill Co., Norristown, Pa. Both men are fitted not only by knowledge of the business but also by contact with the N.R.A. and other governmental bodies for this particular work. Mr. Armor has for some years been associated with the legislative work of the association and was one of the first of the Industrial Advisors to the N.R.A. during the early days of the code campaign. Mr. Brendlinger, since the death of Richard H. Bond, has been head of the association's legislative committee and has done much excellent work along this line in addition to work on the code while it was in process of being drafted.

It had previously been announced that Samuel W.



GEORGE M. ARMOR



E. L. BRENDLINGER

Mutch of Whittle & Mutch, Philadelphia, would act for the manufacturers of soda flavors on the code authority. Manufacturers of Fruit and Flavoring Syrups will be represented by W. F. Martin of J. Hungerford Smith Co., Rochester, N. Y., and Leon L. Benham of the Richardson Sales Co., also of Rochester.

Brisbane Speaks to Drug Trade

Arthur Brisbane, editor-in-chief of the Hearst newspaper chain was the speaker at the regular monthly meeting of the Drug, Chemical and Allied Trades Section of the New York Board of Trade, Inc., held at the Hotel McAlpin, New York, October 30. Mr. Brisbane was introduced by Ed. Flynn, advertising manager of the *American Druggist*. He said that the drug and chemical industry had little to fear from Tugwells and others who sought to hamper it, so long as executives in the industry had brains and used them. Commenting on recent governmental activities, he indicated that expenditures by the Administration for relief and other purposes were not excessive considering the need and the wealth of the country and compared the public debt of about 27 billion dollars with the annual income of the country which he quoted at 90 billions. About two hundred members of the trade and guests of the section were present including representatives of all of the national drug trade organizations.

Code Authority Issues Questionnaire

The Code Authority for the Toilet Preparations Industry has sent out a questionnaire to members of the industry, the results of which are expected to determine the attitude of the industry regarding numerous trade practices now included in the code and suggestions for deletions or additions to the trade practice provisions. This questionnaire was prepared and sent out because of the requirement that the Code Authority advise the N.R.A. of suggested changes and additions to the code after it has been in effect for a period of six months. It was also necessitated by the fact that suspension of the paragraph regarding the discontinuance of the use of PM's to expire at the end of six months of code operation and a hearing must then be held to determine the future policy of the industry with respect to the PM question.

The replies to the questionnaire are being awaited with considerable interest because undoubtedly the results will be of prime importance in charting the course of code procedure during the coming year. Dissatisfaction with some of the trade practice provisions has been heard in some quarters while others seem to believe that they have worked very well and that modifications, if any are made, should be toward tightening rather than relaxing the regulations.

Replies to the questionnaire, when they are received, will be classified according to number and also as to volume of business and the results will be presented to the N.R.A. It is expected that the open hearings on the PM question will be broadened to include consideration of suggested changes in other trade practice provisions.

According to C. S. Welch, secretary, compliance with trade practice provisions has been excellent. Some complaints have been received and are being investigated with a view to action, if necessary. In few instances has there been evidence of outright wilful violation and even on the vexing demonstrator question, the attitude of the vast majority of the industry has been one of willing compliance with rules.

Effort of the Code Authority is now being expended to secure payment of the assessments due from members of the code and those manufacturers of toilet preparations engaged in other lines of business whose proportion of sales of toilet preparations is sufficient to bring them under code provisions. It is expected that this situation will be clarified by citation of some of the delinquent members and the result of such action, if it becomes necessary, is expected to bring into line many small manufacturers, who have thus far neglected the obligation of their assessments.

The dispute between the Code Authority for Toilet Preparations and that for Soaps regarding the inclusion of manufacturers of shaving creams and other similar border line products has not yet been entirely worked out. Requests to such manufacturers to indicate which code they desired to work under have been sent out and numerous replies have been received. Thus far, it appears that in volume of business, manufacturers of these border line products prefer to have their products come under the toilet preparations code but the entire matter must be submitted to Washington for final determination.

There is considerable sentiment in the industry for the inclusion of some further price stabilization features

in the code. The questionnaire on trade practices, while not strictly concerned with the matter of price maintenance, has been expanded to include questions on that point. It is probable that the open hearings will result in some discussion of price stabilization. Many in the industry desire some such provision in the code but at the moment there is grave question whether Administration officials will permit the reopening of the price stabilization question with the intention of amending the code along those lines.

Lambert to Sponsor Opera Broadcasts

The Lambert Pharmacal Co., St. Louis, manufacturer of "Listerine" products, will sponsor radio network broadcasts of thirteen performances by the Metropolitan Opera Association during the coming season. It is reported that the cost to the Lambert organization in time and other charges will approximate \$375,000.

The Lambert Co. has reported for the nine months ended September 30 a net profit after depreciation, taxes and other charges of \$1,734,332, equal to \$2.32 a share on 746,371 no par capital shares. This compares with net income of \$1,830,087, or \$2.43 a share on 748,996 shares, in the corresponding period of 1933.

For the three months ended September 30 the company showed net profit of \$606,581, or 81 cents a share on 746,371 shares, compared with \$359,130, or 53 cents a share on 746,371 shares, in the preceding quarter, and \$541,120, or 72 cents a share on 743,996 shares, in the third quarter of last year.

Jane Cloud Celebrates Anniversary

The salon of Jane Cloud, Inc., New York was the scene of an interesting and lively birthday party on the afternoon of October 23 when the company celebrated its first anniversary with a tea to the trade. After several interesting demonstrations, cocktails were served. Many trade personalities, including beauty editors of the leading magazines were present.

Bristol-Myers Earnings Lower

Consolidated net income of Bristol-Myers Co., after all charges, for the three months ended September 30 amounted to \$552,012, equivalent to 79 cents per share on the 700,280 shares of common stock outstanding. For the corresponding period last year comparable earnings amounted to \$667,758, or 96 cents per share on the same number of shares.

For the nine months ended September 30 consolidated net earnings were \$1,574,060, or \$2.25 per share, compared with \$1,895,820, or \$2.71 per share, for the corresponding period last year. Earnings for the twelve months ended September 30 amounted to \$1,831,973, or \$2.62 per share, compared with \$2,262,513, or \$3.23 per share, for the corresponding period a year ago. The company states that the recently acquired Rubberset Co. has been treated for the time being as an investment on the books of Bristol-Myers Co.

Directors of Bristol-Myers declared the regular quarterly dividend of 50 cents per share and an extra dividend of 10 cents per share on the common stock, both payable December 1 to stockholders of record November 10.

Merck Establishes Research Fellowships

George W. Merck, president of Merck & Co., Inc., Rahway, N. J., has established several research fellowships on behalf of the company in institutions of learning in the East and on the West Coast. The University of Pennsylvania is designated for three of these fellowships, one for the study of physiology, another for the study of the effect of sedative drugs on the horse and the ox and another for bacteriology. A fellowship in pharmacology has been established in the University of California and one through the National Research Council at the University of Virginia for the study of alkaloids.

Dickinson Back from Europe

E. E. Dickinson, Jr., president of the E. E. Dickinson Co., Essex, Conn., distillers of witch hazel, returned on the *Aquitania*, November 6, from a business trip of several weeks through Europe.

Mr. Dickinson, who is a keen observer of business conditions, made a careful study of the business trend in the various territories visited, and is quite optimistic as to the general business situation in England particularly. He reports a very successful trip and is much pleased with the cheerful optimism displayed by his various foreign representatives whom he had the opportunity of contacting.

Kaufman Back from West

Martin Kaufman, vice-president and sales manager of Ferd. Muelhens, Inc., has just returned from a seven weeks' trip calling on buyers in the drug and department stores throughout the country. Mr. Kaufman went as far west as the Pacific Coast and also toured a major portion of the South.

He reports that retail outlets for toilet goods are in general optimistic and that both department and drug stores anticipate excellent Christmas business. They have placed orders in advance of those placed during the same season for several years back. The trend in the department stores has been toward a greater use of fine packages. Outstanding items in the toilet goods field, including the products of practically all leading manufacturers, are receiving excellent display both in the departments and in the windows of the department stores.

The drug store situation, however, is by no means so favorable. Both the chain and independent druggists have mass displays to the extent that no particular items stand out for the attraction of customers. Mr. Kaufman believes that this condition will be corrected.

He is optimistic over the condition of the toilet preparations business and anticipates that not only in the Christmas trade but during the next few months there will be a considerable increase in general business.



MARTIN KAUFMAN

Amoureux Returns from Europe

Pierre Amoureux, vice-president and general manager of Les Parfums de Molyneux, has returned from a seven weeks' visit in Europe. Mr. Amoureux conferred with officials of Les Parfums de Molyneux in Paris and also travelled in several countries.



PIERRE AMOUREUX

He reports that general conditions in Europe are not too satisfactory, although business in England and Czecho-Slovakia seems excellent. The British have a decided advantage in the export markets due to the fact that their currency is on a very favorable exchange basis. In Czecho-Slovakia manufacturers are working on cheap products, many of which are apparently imitations of those manufactured in France and other countries. The cheapness of these products has given them a decided advantage in world trade. Mr. Amoureux was greatly impressed with the advance made by the Czecho-Slovakian glass industry which, he reports, is rapidly coming to the fore.

Regarding the Molyneux business abroad, he said that in France, and more especially in England, the company was enjoying a decided boom in sales and that he hoped this would be extended to the United States through the introduction of new packages especially designed to meet the current business situation.

Miss Hynd Now Managing Business

Miss Marie C. Hynd, daughter of C. C. Hynd, is now acting manager of the Hynd products company of Buffalo. Since her father's illness, three years ago, Miss Hynd has done a man's job in efficiently running the manufacturing and selling ends of the business.

"Ku-Rill," germicide and protective, manufactured by the Hynd company for over twenty-five years, will be featured soon in a national sales campaign. Plans are being laid to start from the Pacific Coast and work Eastward across the country.

Conducted by the Hynd company in its own office is a beauty school, in which beauty culture is taught to large numbers, and in which Hynd products are demonstrated, and brought before the public. A special campaign is now being conducted on "Hair-Life," in which jobbers are given special discounts to facilitate a heavier movement of the product.

Before entering this business thirty years ago, Mr. Hynd was a minister. He was forced to retire from active participation in the business three years ago, following a nervous breakdown. The Hynd company manufactures and sells about forty individual items, and employs a number of girls for field demonstration work. A few years ago this phase of the business was very profitable, and thirty to forty girls worked in and around Buffalo demonstrating Hynd products to the housewife. This company is a member of the Barber & Beauty Parlor Association of New York City.

Jones and Preus on N. A. R. D. Staff

The National Association of Retail Druggists augmented its executive staff by two important additions during the past month. Rowland Jones, Jr., of Gettysburg, S. D., was appointed Washington representative of the association and assumed charge of the N. A. R. D. offices in that city on November 11. At the same time, J. A. O. Preus, former Governor of Minnesota, accepted the post of legal advisor of the association.

Governor Preus and Mr. Jones are both well known in pharmaceutical association work, the former having become associated with the N. A. R. D. legal staff in January, 1934, while Mr. Jones was previously secretary of the South Dakota Pharmaceutical Association.

Born in Wisconsin, Mr. Preus was graduated from the University of Minnesota College of Law. He served four years as messenger in the United States Senate, later becoming secretary to Governor Eberhart of Minnesota. He acted as State Insurance Commissioner and State



J. A. O. PREUS



ROWLAND JONES, JR.

Auditor before his two terms in the Governor's chair. He is now vice-president of W. A. Alexander & Co., Chicago.

Mr. Jones was for five years secretary of the South Dakota State Board of Pharmacy and last year was first vice-president of the American Pharmaceutical Association. He is a graduate of the University of Wisconsin.

Reorganization Plan for Gibson-Howell

A hearing on a plan of reorganization for the Gibson-Howell Co., manufacturer of cosmetics and pharmaceuticals at 125 Cator avenue, Jersey City, was scheduled for October 22 at the United States District Court, Newark, N. J. The plan includes an offer of settlement of 35 per cent of the claims of unsecured creditors, of which 20 per cent is to be paid in cash and the balance of 15 per cent to be represented by three notes issued by the corporation and indorsed by John G. Woltjen, its president, maturing in fifteen months, twenty-one months and twenty-seven months.

The company in July took steps toward reorganization under Section 77-B of the Corporate Reorganization Act. Members of a creditors' committee agreed in recommending the offer of settlement in preference to either liquidation or continued operation.

McKesson & Robbins Absorbs Units

McKesson & Robbins, Inc., heretofore a holding company, became an operating concern on November 1 through the consolidation of the business of its sixty-six subsidiaries, operating in thirty-two states and Hawaii, into the parent organization.

The companies, formerly operating units of the McKesson & Robbins chain, will hereafter operate as divisions of the parent company without any change in management or in names, the announcement stated. The manufacturing unit of the company, at Bridgeport, Conn., will operate as a division of the combined organization also.

The change in the corporate set-up and operating policy has been undertaken to simplify the financial and capital structure and co-ordinate activities of the various operating properties, F. Donald Coster, president of McKesson & Robbins, said. "As a result of these changes, the financial statement of the organization will hereafter be issued as a combined statement of all the properties, rather than the consolidated statement of a holding company and its subsidiaries as in the past."

McKesson & Robbins, Inc., reports September sales of \$9,994,062, comparing with sales in September, 1933, of \$9,316,222 and showing a gain of 7.28 per cent. Sales for the first nine months of this year amounted to \$91,065,098 as against \$74,999,561 in the same period of 1933, a rise of 21.42 per cent.

Baby-Glo Soap Expanding

The Baby-Glo Soap Co. was recently incorporated and has purchased the assets of the Windsor Soap Co. of Buffalo, N.Y. Moving from the old location, on Oneida street, new quarters were opened at 90 Clinton street, in a four story building on which the concern has taken a long term lease.

The Baby-Glo company specializes in the manufacture of private brands of olive-oil and castile soaps, including the well known "Sonya" brand. Well equipped to handle large accounts in this line, the concern does most of its business outside of Buffalo, far into New England, and down through the Southern states.

A New York office is maintained under the supervision of Louis Funder, vice-president. Sales are made both through the direct salesmen, and out-of-town brokers, in every section of the country, while Mr. Funder has complete charge of the New York city accounts.

George F. Dodge, former secretary of the Windsor Soap Company, is factory manager and part owner of the closed corporation stock in the Baby-Glo business. Mr. Dodge has been in the soap trade since 1895, when he began his career in the employ of the R. W. Bell Manufacturing Co. After forty-nine years of service in the Windsor concern, he became co-partner in the Baby-Glo enterprise, last year.

de Gorin with Michael of the Waldorf

S. L. de Gorin, who is well known as demonstration and promotion man for cosmetics and toilet preparations, is now connected with Michael of the Waldorf, Inc. An additional salon will shortly be opened in Washington, D. C. and during the summer the Southampton salon will be reopened.

Zonite Products Profit Lower

The Zonite Products Corp., New York, reports for the nine months ended September 30 net income after interest, depreciation, taxes and other charges of \$267,177, equal to 32 cents a share on 828,956 \$1 par capital shares, excluding 16,600 treasury shares. This compares with a net profit of \$350,623, or 41 cents a share on 845,566 shares, in the first nine months of 1933.

For the three months ended September 30 the company reports a net income of \$77,622, equal to 9 cents a share. This compares with profit of \$60,089, or 7 cents a share in the preceding quarter, and with earnings of \$120,035, or 14 cents a share on 845,566 shares, in the third quarter of last year.

Food and Drug Officials Elect

The Association of Dairy, Food and Drug Officials at its annual convention, held in Atlanta, Ga., October 15 to 18, elected Henry J. Hoffmann, Jr., St. Paul, Minn., president for the coming year. Dr. Hoffmann is chief of the Department of Foods and Drugs of the state of Minnesota. Other officers are Philip Taylor, chief food inspector of the Florida State Department of Agriculture, vice-president; and W. C. Geaglet, State Chemist of Michigan, secretary and treasurer. The officials discussed technical problems of food and drug enforcement work and proposals for the amendment of state and Federal laws pertaining to foods and drugs.



H. J. HOFFMANN, JR.

Rollex Company May Move

The Rollex Co., now of Menomonee Falls, Wis., which has been experimenting with shaving cream produced from the whey which is a by-product of cheese factories, after eight months of study has developed a product which has been introduced on the market in Chicago. The company, it is reported, is ready to begin manufacturing shaving cream with a milk instead of a grease base and is contemplating moving to Oshkosh, Wis. so as to be near its source of supply. Officials of the firm plan to incorporate under Wisconsin laws at \$50,000. As the company develops, it also plans to manufacture facial cream and other cosmetics.

Philadelphia Pharmacy Students Increase

The Philadelphia College of Pharmacy and Science has begun its 114th session with entering classes numbering upward of 40 more than began last year. The total number of new students who have so far completed enrollment is over 140, most of whom are studying pharmacy in the four-year course leading to the degree of bachelor of science in pharmacy.

Cullen Represents Proprietary Assn.

Dr. Frederick J. Cullen, former Chief of Drug Control of the United States Food and Drug Administration, has been appointed general representative for the Proprietary Association at Washington, according to Frank A. Blair, president of the association.

Dr. Cullen succeeds Ervin F. Kemp who died recently after thirty years of service in the association. He served as Chief of Drug Control from 1931 until last May. In his new capacity he will act as liaison representative between the association and the Food and Drug Administration.

A native of Kokomo, Ind., Dr. Cullen is a graduate registered pharmacist as well as a Doctor of Medicine, having practices in both fields. He was graduated from the University of Colorado Medical College in 1913, later serving an internship in the Northern Pacific Hospital at Tacoma, Wash., and subsequently entering private practice.

During the world war he was regimental surgeon of the Tenth U. S. Field Artillery and served overseas with the Third Army Division. He was wounded at Chateau Thierry and holds two citations for bravery under fire.

Leaving the Army in 1919, after three years of service, Dr. Cullen returned to private practice at Puyallup, Wash. After post-graduate work at Stanford University, University of Chicago, and Rush Medical College, he entered the United States Public Health Service at Seattle, Wash. He joined the staff of the Food and Drug Administration at Washington, D. C., in 1929 and on September 1st, 1931 succeeded Dr. James J. Durrett as Chief of Drug Control.

Dr. Cullen's Washington headquarters will be in the offices of the Proprietary Association in the Star building.

Rogers, Ramsay & Hoge, corporation lawyers of New York City, have been retained as legal counsel for the association. James F. Hoge, member of the law firm, whose clients are largely in the food, drug and cosmetics industries, will personally represent the association.

Edward H. Gardner, executive secretary of the advisory committee on advertising, reports that the association's plan of voluntary control is already producing results. All who have sought the committee's advice have proved willing to abide by its recommendations, and not only has advertising copy been changed, but formulas have been altered and products have been withdrawn from the market at its suggestion.

Mrs. Pfeiffer Builds Girls' Dormitory

A new \$35,000 girls' dormitory, the gift of Mrs. Henry Pfeiffer of New York, was dedicated November 14 in the "midway" section social centre of Cedar-town, Ga. This centre was begun 20 years ago by the Woman's Missionary Society of the Methodist Episcopal Church, and Mrs. Pfeiffer previously gave to it a boys' dormitory under the name of Pfeiffer Hall and a dining room, kitchen and laundry structure known as Mercer Hall. The new girls' dormitory is called James Hall after Mrs. H. L. James, a niece of Mrs. Pfeiffer. Mrs. Pfeiffer is the wife of Henry Pfeiffer, well known in the industry through his association with Wm. R. Warner & Co., Inc.

To Fight Maine Cosmetic Law

The Associated Manufacturers of Toilet Articles is preparing a concerted drive in the State of Maine to enlist local support leading to the repeal of the state's cosmetic law at the forthcoming session of the legislature in January. The time for filing briefs in the case enjoining the Attorney General and other officials from enforcing the law was extended to November 15. This is believed to mean that no decision will be handed down in the case before the legislature reconvenes in January. It is believed that repeal of the law can be accomplished if manufacturers and their trade in Maine unite on a program of education directed at the new legislature.

Heads Merchants' Ass'n Member Drive

E. S. Phillips, president of Devoe and Raynolds Co., New York, has accepted the chairmanship of the Drug & Chemical Division in a campaign which business men of New York have launched to increase the membership of the Merchants' Association of New York in order that the organization may be provided with additional funds and personnel with which to carry on its extensive business protection and promotion activities. Associated with Mr. Phillips in the Drug and Chemical Division are H. A. Cunningham, of the Norwich Pharmacal Co., who leads the committee for drugs, chemicals, essential oils and chemical products; Oscar E. Sperrle, of Fezandie & Sperrle, Inc., who heads the color and dyestuffs group, and H. S. Prescott, vice-president of Pratt & Lambert, Inc., who directs the campaign among the dealers in paints, varnishes and painters' supplies.

Alvarez to Head Chemical Salesmen

John Alvarez of Grasselli Chemical Co. has been selected to head the Salesmen's Association of the American Chemical Industry during the coming year. "Al" has served in an executive capacity in the organization for a number of years and is very well equipped to handle the position.

Jack Leppart, of Columbia Alkali Works, has been nominated for the position of vice-president, with Charles Lichtenberg of Commercial Solvents, nominated for secretary and Walter Murphy of *Chemical Industries*, as treasurer.

Several changes in the executive positions have been made this year—the offices of second and third vice-president having been discontinued, and the duties of the secretary and treasurer were separated. Nominees for the three vacancies on the executive board are as follows:—Samuel Kline, Calco Chemical Co.; Frank Byrne, Monsanto Chemical Co.; and Fred Koch, Dow Chemical Co. The officers were inducted at the November meeting of the organization.

Louis H. Waltke Married

Louis H. Waltke, retired head of the former William Waltke & Co., soap manufacturers of St. Louis, was married November 7 to Mrs. Marie Francis, his former nurse. Mr. Waltke retired when the William Waltke & Co. was sold in 1927.

Coming Conventions

Association of Canadian Perfumers and Manufacturers of Toilet Articles, Royal York hotel, Toronto, Ont., December 3.

National Association of Insecticide and Disinfectant Manufacturers, Hotel New Yorker, New York, December 10-11, 1934.

Fifth Packaging Exposition, Palmer House, Chicago, March 5-8, 1935.

Mid-West Beauty Trade Show, Sherman hotel, Chicago, April 1-3, 1935.

Packaging Exposition to Chicago

The Fifth Packaging Exposition will be held at the Palmer House, Chicago, from March 5 to 8, 1935, according to Alvin E. Dodd, executive vice-president of the American Management Association, sponsoring organization for the exposition. Concurrent with the exposition there will be held the American Management Association's Consumer Marketing Conference, together with the Conferences and Clinics on Packaging, Packing and Shipping.

The Fifth Packaging Exposition goes to Chicago for the first time in three years as the result of the preference for that city expressed by companies who have exhibited in the past four expositions. A questionnaire sent recently to exhibitors established clearly the attitude that holding the show in Chicago presented a desirable opportunity to exhibiting companies to strengthen and expand their contacts with the mid-West market. The Second Packaging Exposition was held in Chicago in 1932.

The Fourth Irwin D. Wolf Award Competition will be held in conjunction with the exposition. In addition, the American Management Association announces that plans now are in formulation for a series of new awards in packaging, packing and shipping. Announcement of complete details in connection with these awards will be made in the near future.

Organize Buffalo Soap Men

The Soap Manufacturer Representative's Association which operated in Buffalo, N. Y. for some years, was recently disorganized because of a lack of cooperation. G. A. Dinehart of Kirkman & Son was president of this group and devoted considerable time in an effort to make it valuable to Buffalo representatives.

"We recently opened the Buffalo Wholesale Organization account which is well worth while, and business on the store quality merchandise shows a decided improvement lately, due to an intensive advertising campaign" states Mr. Dinehart. He claims that higher prices on raw materials and products which enter into the manufacture of soap, are gradually eliminating the cheaper commodity from the soap market. "These soaps were put out as depression items, and will die with the end of the depression."

The Kirkman company recently conducted a Western Union circular campaign throughout the entire district, emphasizing the special as well as regular premiums to be awarded to salesmen as an encouragement for greater sales effort. "A campaign on soap chips and cleansers was recently completed which has been very successful," said Mr. Dinehart.

Elmo Opens New York Office

Elmo, Inc., Philadelphia, has opened a New York office for the convenience of the company's many customers in the Metropolitan territory. The new office is located in the Empire State building and is in direct charge of George C. Wollenberg, general manager of the company. The New York territory is being handled by J. A. Moore, who will make his headquarters at the new office.

Sterling Issues Reacquired Stock

Sterling Products, Inc., Wheeling, W. Va., has issued 73,600 shares of its own capital stock reacquired in obtaining all capital stock of the R. L. Watkins Co., Newark, N. J., according to a statement by the New York Stock Exchange on October 24. At the current price of Sterling Products stock, the shares issued for the Watkins stock have a value of approximately \$4,400,000.

Sterling Products, Inc., and subsidiaries report for the quarter ended September 30 net profit after taxes and other deductions, \$1,493,510, equal to 86 cents a share on 1,749,503 shares, compared with \$2,263,215, or \$1.29 a share, in the preceding quarter and \$2,773,796, or \$1.59 a share, in first quarter of this year.

Dr. Davis with Virginia Dare

Dr. Clarke E. Davis has joined the staff of the Virginia Dare Extract Co., Brooklyn, N. Y. as director of research and sales promotion. Dr. Davis has had long training for a position of this kind. He was a teacher of chemistry and chemical engineering in Ypsilanti State Normal College, Utah State College and later at Columbia University. Leaving academic work, he joined the staff of the National Biscuit Co., and continued there for fifteen years, installing the research department and supervising the work of a staff of twenty food chemists. He later became general production manager with control over nearly 100 plants operated by the company in the United States and foreign countries. He is well known as a contributor to the technical literature of flavors and other food products.

Paul C. Hasse, Oak Park, Ill., has been made divisional sales manager of Virginia Dare covering the territory of Illinois, Iowa, Wisconsin, Minnesota, North and South Dakota and Nebraska. He was for ten years connected with the Orange Crush Co., of Chicago.

Marmun Moves to Palo Alto

Marmun Toilet Requisites moved its headquarters to Palo Alto, Cal., early this month. The company was formerly located at 3028 Fillmore street, San Francisco.

Lloyd Receives Procter Award

Dr. John Uri Lloyd, world-renowned pharmacist, chemist, educator and author was honored at a special ceremony, October 9, at the Philadelphia College of Pharmacy and Science in recognition of his many and varied contributions to his chosen professions. To him was presented the Procter International Award in the form of a suitably inscribed gold watch.

This award is named in honor of William Procter, Jr.,



DR. JOHN U. LLOYD



WILLIAM PROCTER, JR.

(1817-1874) a graduate of the Philadelphia College and long a member of its faculty, and editor of its *American Journal of Pharmacy*. William Procter, Jr.'s contributions to pharmacy and related sciences have won him undying fame.

The presentation of Dr. Lloyd for the award was made by Dean Charles H. LaWall and the award conferred by President Wilmer Krusen of the Philadelphia College. Dr. Lloyd responded with an informal address. Preceding the award, Colonel Samuel P. Wetherill, Jr., chairman of the Philadelphia College Board of Trustees, delivered an address and the exercises were opened with a biographical sketch of William Procter, Jr., by Dr. Ivor Griffith, associate professor of pharmacy at the Philadelphia College.

Introduces New Soap Powder

The Paper Makers' Chemical Corp., Milwaukee, a unit of the Hercules Powder Co. group, has introduced a new product in "PMC" washing powder, a soap powder containing coconut oil, for general cleaning purposes.

The firm's household department this year so far has shown a 200 per cent upturn over any previous year, according to James H. Wheeler, plant manager. A recent change has been made by the company from the sale of bulk goods to goods put up in small package form.

Grimbel Products in New Quarters

The Grimbel Products Co., Inc., manufacturer of flavoring extracts, has taken new office and manufacturing quarters at 13 Hudson street, New York. The company has more commodious space for its activities at its new address than in its former location at 323 Greenwich street. Peter Grimbilas is president of the organization.



DR. CLARKE E. DAVIS

Nestle-Le Mur Profit Higher

The Nestle-Le Mur Co. and subsidiaries report for the year ended August 31 a net profit after taxes, depreciation and other charges of \$69,122, equal to 50 cents a share on 138,462 no-par Class A shares. This compares with a net profit of \$9,163, or 6 cents a share on 144,502 shares, in the preceding fiscal year.

Spokanogan Chemical Opens Plant

The Spokanogan Chemical Co., manufacturer of toilet preparations, has established a manufacturing plant for turning out their new products in Spokane, Wash. The coined name merges the name Spokane with Okanogan, two geographic names of the Washington region, where the new products are being introduced.

Hico in Larger Quarters

Hico Products Co., St. Louis, has again been forced by expanding business to move into larger quarters. The company has taken space at 15 South Main street, where more than double the space available at the old address, 121 Market street, is available. The former quarters were first occupied in 1927 and at that time seemed ample for the company's requirements for many years but steady improvement in business has now compelled it to seek much larger quarters.

Hico Products was organized in 1920 as J. Heichelbech Co., to manufacture fruit syrups to be distributed to the family trade from house to house. A small manufacturing space was engaged but it was soon found that the wholesale and retail trades were the logical outlets for the company's products and a change in method of distribution was undertaken. Other products were added to the line and within two years, larger quarters had to be sought. This move was accomplished and at the same time, the name of the company was changed to the present style.

In addition to fruit syrups and jelly powder, the company now manufactures a line of flavoring extracts and a number of other grocery specialties. It is still under the direction and control of Mr. Heichelbech to whom we extend congratulations on this further evidence of his company's progress.



ENLARGED QUARTERS OF
HICO PRODUCTS CO.

Production of Fats and Oils

The Bureau of the Census announces that the factory production of fats and oils (exclusive of refined oils and derivatives) during the three month period ended September 30, 1934, was as follows: Vegetable oils, 416,532,337 pounds; fish oils, 68,373,996 pounds; animal fats, 465,719,482 pounds; and greases, 81,954,062 pounds—a total of 1,032,579,877 pounds. Of the several kinds of fats and oils covered by this inquiry, the largest production 298,070,327 pounds, appears for lard. Next in order is cottonseed oil with 226,087,144 pounds; tallow with 165,947,057 pounds; linseed oil with 85,037,681 pounds; coconut oil with 56,716,163 pounds; corn oil with 31,428,055 pounds; castor oil with 9,652,704 pounds; and soybean oil with 3,893,866 pounds.

The production of refined oils during the period was as follows: Cottonseed 171,776,388 pounds; coconut 63,617,180 pounds; peanut 1,476,146 pounds; corn 33,395,850 pounds; soybean 2,366,262 pounds; and palm-kernel 1,140,737 pounds. The quantity of crude oil used in the production of each of these refined oils is included in the figures of crude consumed.

Balsley Attends Code Meeting

Captain H. Clyde Balsley, president of the California Cosmetic Association and a member of the Code Authority for the Perfume, Cosmetic and Other Toilet Preparations Industry just returned to Los Angeles from New York City where he attended the October meeting of the Code Authority.

Fire at London Soap Plant

A serious fire broke out at the chemical works of A. Boake, Roberts & Co., Ltd., Stratford, London, recently, and firemen were forced to use gas masks to penetrate the intense fumes given off by the burning chemicals. The fire was in the metallic soap department, a large building in the heart of the factory, and the brigade was busy the best part of a day extinguishing it. Severe damage was suffered.

Medi Creme in Larger Quarters

Medi Creme, Inc., Baltimore has moved from its old address at 17 South Charles street. The company's sales office is now located in the Calvert building at St. Paul and Fayette streets while the manufacturing plant has been moved to 752 Carroll street. Larger and more convenient space for both manufacturing and selling operations are thus afforded.

Sicilian Citrus Plant Disease

A plant disease of somewhat mysterious origin, known locally as "mal secco," is causing a great deal of concern among Sicilian citrus growers, and unless some effective method is found for combating it, the disease may spread over the entire island. The worst damage is confined, so far, to the eastern and southeastern portions of Sicily, but it is reported to be spreading in an alarming degree from Messina to Catania and radical steps are being taken by Government agents to thwart spreading. (Vice Consul David H. Buffum, Palermo.)

Bottlers Meet at Buffalo

The sixteenth annual convention of the American Bottlers of Carbonated Beverages was held at the 106th Armory in Buffalo, N. Y., from November 12 to 16, with a large attendance of delegates and members of the industry at all sessions. In addition to the bottlers, meetings of other associations and groups affiliated with the trade were held during the week, including the National Manufacturers of Soda Water Flavors.

The delegates were welcomed by Mayor George J. Zimmermann of Buffalo, after which Martin L. Schmidt, 1934 president of the association, spoke on the topic "What Now—for 1935." U. S. Senator William H. King of Utah delivered the principal address at the opening meeting, and the sessions that followed were marked by important technical papers and merchandising discussions. A wide variety of entertainment features was a part of the program. On the closing day of the convention, the following officers and new executive board members were elected for the ensuing year:

President, Thomas Moore, Coca Cola Bottling Co., Minneapolis; vice-president, J. B. O'Hara, Dallas, Texas; treasurer, I. M. Oberfelder, Baltimore. As secretary to succeed the late Junior Owens, James L. Oliver of Detroit was chosen. Mr. Oliver will make his headquarters at the association's offices in Washington. The new members of the executive board are Martin L. Schmidt, retiring president, George Derry, Philadelphia, J. W. Milner, Gulfport, Miss., and Warren Pabst, Hamilton, Ohio. The other members of the board were re-elected to succeed themselves.

The usual attractive and educational display of exhibits received interested attention from the members of the industry present. Among the exhibitors were the Armstrong Cork & Insulation Co., Bond Manufacturing Corp., California Fruit Growers Exchange, Economic Machinery Co., Edward Ermold Co., Foote & Jenks, W. H. Hutchinson & Son, Inc., Liquid Carbonic Corp., Monarch Manufacturing Co., National Fruit Flavor Co., Inc., Owens-Illinois Glass Co., Pfauddler Co., Sethness Co., Virginia Dare Extract Co., Inc., and Warner-Jenkinson Co.

O'Brien Heads Florida Hairdressers

Jerome O'Brien, Lake Wales, Fla., was elected president of the Florida Hairdressers and Cosmetologists Association, which met in Jacksonville from October 29 to 31. The annual meeting was well attended by members from all over the state. Other officers are: Mrs. Joseph McKain, West Palm Beach, vice-president; Mrs. Virginia Williams, Jacksonville, second vice-president; Mrs. Mamie Noble, Jacksonville, third vice-president; Mrs. Minnie Hollingsworth, Miami, corresponding secretary; Mrs. Bee Carper, Ocala, financial secretary; Mrs. Rosetta Lord, Jacksonville, treasurer. The following directors were named: O. S. Gilbert, West Palm Beach; Miss Mary Patton, Tampa and Mrs. Frances Arthur, Jacksonville.

Marc Gartman, president, Chicago and Illinois Hairdressers Association; Paul Rilling, of E. Fredericks, N. Y., and Jack Ladds, of the Nestle Co., delivered addresses at the trade show and took an active part in the style demonstrations.

Procter & Gamble Profit Larger

Net profit of the Procter & Gamble Co. and subsidiaries for the quarter ended September 30 was \$4,085,461 after depreciation, interest, taxes and other charges. This was equivalent, after dividend requirements on the 8 per cent and 5 per cent preferred stocks, to 61 cents a share on 6,325,087 no-par shares of common stock. It compares with profit of \$3,230,708, or 47 cents a share on 6,325,087 common shares, in the previous quarter, and \$4,383,840, or 64 cents a share on 6,410,000 common shares, in the third quarter of 1933. The directors have voted on extra dividend of 20 cents a share on the common stock, payable December 15.

The local office of the National Labor Relations Board in Los Angeles has approved the election held among employees of the Procter & Gamble branch plant at Long Beach, Calif., recently, to select representatives of the employees for collective bargaining. The soap and edible oil workers union had charged that the company had intimidated employees at the election but the citizens' panel which conducted an inquiry into this situation on behalf of the Board found that the election had been fairly conducted without undue influence on the part of the company.

Explosion of a still at the plant of the Procter & Gamble Co. at Ivorydale, Ohio, November 2 proved fatal to three workers. Several other workmen were seriously injured.

The still contained a residue from the manufacture of grease and its explosion released a wave of flame which engulfed the men, burning their clothes from their bodies. The dead are Luther Garber, John Courte and Lee Strouder.

The Federal Trade Commission reports that under stipulation "1929 soaps," the Procter & Gamble Co., agrees to cease and desist from using the word "olive" or the words "olive oil," either independently or in connection with other words as part of its trade name or brand for its products, so as to imply that the products are composed 100 per cent of olive oil, when this is not true. It is provided that in event the product is composed in substantial part of olive oil and the words "olive oil" are used to designate such product, then the words "olive oil" shall be accompanied by some other word or words printed in equally conspicuous type to indicate that the product is not made wholly of olive oil.

British Soap and Essential Oil Imports

The United Kingdom's soap imports for the first quarter of the present year amounted to 39,118 cwt., as against 52,753 cwt. in the corresponding period of 1933. The respective values were £62,665 (\$313,325) and £102,976 (\$514,880).

Essential oil imports for the first three months totalled 1,164,506 lb., worth £210,077 (\$1,050,385), against 1,070,152 lb., valued at £221,801 (\$1,109,005) imported in the first quarter of 1933.

French Essential Oil Exports Down

Exports of essential oils from France during 1933 amounted to 8,023 quintals, valued at 54,700,000 francs, as against 8,895 quintals, valued at 59,286,000 francs during 1932. (Department of Commerce.)

Picture Soap in Larger Quarters

The Picture Soap Co., which has developed a considerable business in soap novelties, is now located in much larger quarters at 11 East 22nd street, New York City. Here ample space for manufacturing and packing operations are available as well as adequate executive offices. According to J. B. Furst, president and general manager of the company, the recent campaign developed a new use for the soap, many thousands of units having been sold with candidates' names and pictures for distribution before the election. The photo-



graph shows some of the company's recent designs, the colored lettering and pictures going straight through the soap and so remaining visible during the entire life of the product.

Fake Promotion Man Sentenced

S. R. Hurt of the Modern Management Counselors, Inc., New York, was sentenced on November 8 to a year and a half in prison for using the mails to defraud.

Modern Management Counselors, Inc., was an organization which advertised to business concerns, especially in the cosmetic and drug field that it could secure for them a large number of competent and well-equipped house-to-house canvassers. Evidence at the trial indicated that Hurt and his company had secured sums ranging from \$200 to as high as \$3,000 for the use of these agents' lists and that the lists themselves were not lists of experienced canvassers at all but had been compiled in other ways. Many appearing on the lists had never sold merchandise from house to house and were not at all interested in this sort of work. The evidence indicated that companies in the drug and cosmetic trade had been victimized on the average about \$500, through the operations of Hurt and his company.

Trade Commission Issues Two Orders

The Federal Trade Commission has ordered two companies dealing in cosmetics and toilet articles to cease and desist from unfair methods of competition in the sale of their products. One of the companies, Leipzig Importing Co., 730 Frelinghuysen avenue, Newark, N. J., sells a hair treatment, while the Thayer Pharmacal Co., of Chicago, deals in facial creams.

The Thayer Pharmacal Co., in selling its product, "Old Egyptian Turtle Oil Cream," is ordered to discontinue asserting that use of this cream will rejuvenate the skin, and to cease using the word "rejuvenate" in advertising any other cream now sold or to be sold in the future. The respondent is directed to stop representing as the selling price of the article any sum greater than the actual, usual selling price, and to abandon use of the word "Egyptian" in the phrase "Old Egyptian Cream". According to findings in this case, some users of facial creams prefer products made from old Egyptian formulae, and the respondent's use of the words, "Old Egyptian", tends to deceive buyers into believing that Thayer's cream is made from an old Egyptian formula.

The Commission ordered the Leipzig Importing Company to cease representing that use of its product, "Philodermin Salbe", will cure dandruff, cause hair to grow or prevent baldness. The firm is also directed to discontinue asserting that its preparation is an efficient therapeutic agent in the medical treatment of any disease or pathological condition of the hair and scalp, unless and until the product is so composed that it constitutes such an agent. Respondents in the case are M. Kufferman, Samuel Lan, S. Lavine and J. Feighery, co-partners trading as Leipzig Importing Co.

Lehn & Fink Profit Drops

The Lehn & Fink Products Co. and subsidiaries report for the nine months ended September 30 a net profit after depreciation, taxes and other charges of \$448,331, equal to \$1.12 a share on 400,000 \$5 par capital shares. This compares with a profit of \$525,146, or \$1.28 a share on 408,966 shares, in the same period of 1933.

In the three months ended September 30, the company showed a profit of \$151,447, or 37 cents a share on 400,000 shares. This compares with earnings of \$97,143, or 24 cents a share on 400,000 shares in the previous quarter, and \$210,606, or 51 cents a share on 408,966 shares, in the third quarter of last year.

Unemployment Insurance in Wisconsin

Practically every employer in Wisconsin who in 1933 employed 10 or more persons in 18 calendar weeks, is subject to the state's unemployment insurance act, contributions to which, based on July payrolls, became payable in August.

The only classes of privately employed persons excluded from the count of 10 or more are inactive directors, farm laborers, domestic servants, teachers, logging workers, railroad employes, certain physically handicapped persons, and registered part-time workers who customarily work less than half the full-time weekly hours.

United Drug Earns \$1,094,001

United Drug, Co., Inc., reports for the quarter to September 30 loss of \$46,875 after depreciation, interest and taxes, but before profit from sale of securities. Including \$538,912 profit from such sale, net profit for the quarter would be \$492,037, equal to 35 cents a share on 1,400,560 shares of capital stock. In the preceding quarter net profit was \$165,586, equal to 12 cents a share, and in the March quarter this year net profit was \$436,378 or 31 cents a share. For nine months net profit was \$1,094,001, including profit from the sale of securities and after charges and taxes, equal to 78 cents a share. Comparison with corresponding periods of 1933 cannot be given, since quarterly statements were not issued. However, the company as now constituted operated at a loss in the first nine months of that year.

National Distribution for Pyrodent

Complete facilities for the distribution of its tooth paste and mouth wash have now been arranged by the Pyrodent Co., Baltimore. A laboratory has been established in Canada to handle the demand there, and shipments are also being made to Europe, East Africa, Paraguay, Porto Rico and other countries.

Marcel Laboratories Formed

Marcel Laboratories, Inc., has been organized by Carroll K. Marcel with headquarters at 151 W. 25th St., New York City, to manufacture novelties and a few toilet preparations such as bath salts and dusting powders for the department stores trade.

Chile Requires Cosmetic Registration

New regulations governing the registration, importation, manufacture, and sale of pharmaceutical specialties in Chile were established by a Chilean decree (no. 30) of January 19, 1934, effective on publication in the "Diario Oficial" on March 26, and reported by Commercial Attaché Merwin L. Bohan, Santiago.

The regulations, which were issued under the provisions of the Sanitary Code of May 15, 1931, require registration with the Chilean Director General of Health of all pharmaceutical specialties (including patent medicines, cosmetics, dentifrices, disinfectants, dyes, and insecticides) before their importation and sale will be permitted.

Applications for registration and license should be made on prescribed forms to the Director General of Health and should be accompanied by: Revenue stamps in the proper amount, a notarized affidavit certifying to the status of the applicant, a certificate showing unrestricted sale of the product in the country of origin, samples of descriptive matter to accompany the product at the time of sale, and at least three samples of the preparation as well as samples of any ingredient which may be required to verify the formula.

A fee of 50 pesos is charged for analysis of each pharmaceutical specialty and in addition a further fee of 50 pesos for the registration of an imported specialty and 25 pesos for a domestic product.—(*Department of Commerce.*)

Allyn a New York Visitor

S. S. Allyn, treasurer of Allyn, Inc., Cambridge, Mass., manufacturer of toilet preparations, visited friends in the trade in New York early in November while visiting his daughter in that city.

Soap Exhibits at Milwaukee Show

Among the exhibitors at the annual Food-Radio and Electrical Show staged in the Milwaukee Auditorium Oct. 15 to 20, which set an all-time attendance record of 122,558, were the John Hanser Soap Co., Procter & Gamble Co., Paper Makers Chemical Corp., Hilex Co., and the Clorox Chemical Co.

Michigan Association Opens Season

The Michigan Cosmetic & Extract Association held its first fall business meeting Tuesday, October 23, at the Masonic Temple, Detroit. Chairman R. P. Cole, (Eaton Clarke Co.,) of the entertainment committee reported on the Annual Christmas Party, giving full

details of the donations being asked from members and friends of the Association to be used in the "souvenir box" given each member present at the party. Many interesting door prizes are expected to be donated by members of the industry.

The next most important item of discussion was the Texas tax legislation brought up in special session at the Texas legislature which would levy a 10% luxury tax on cosmetics sold within the

state. This measure was pronounced vicious, and the Association went on record as against it.

Members named for the nominating committee were Ralph Stevenson, chairman; Tom Shea, Otto Wegner, and Herb Brown. A vote of thanks was given THE AMERICAN PERFUMER for publishing the pictures of the Association's Golf Tournament. Cards and refreshments finished the meeting.



R. P. COLE

New Toiletry Course in London

A complete course of instruction in the manufacture of beauty preparations is offered by the School of Cosmetic Chemistry, recently organized in London. The principal is R. Bushby, M.P.S., F.S.M.C., a Freeman of the City of London.

The curriculum has been arranged to combine principles with practice, rather than to teach students methods of making selected preparations. Thus, it is stated, those undergoing the training will be shown how to deal with any required formula and handle any other problems that may arise. The course lasts ten weeks and is claimed to incorporate the most modern ideas of ingredients and methods of manufacture employed, not only in Britain, but on the Continent and in America.

Henriksen Starts Own Business

Arthur Henriksen, for many years connected with the essential oil and toilet preparations industry, has established his own business at 30 Irving place, New York, and will handle essential oils, flower oils, aromatics and compounds. Mr. Henriksen for the last ten years has been associated with the Norda Essential Oil & Chemical Co., Inc., New York, as vice-president.

He is a graduate of the College of Pharmacy, Columbia University and his experience covers work for such houses as Riker-Hegeman, V. Vivaudou, Inc., Bauer & Black and others. Before entering the essential oil field he was for some time perfumer for the old Palmolive Co., Milwaukee, Wis., later merged into the present Colgate-Palmolive-Peet Co.

Batzouroff Here for Month

D. Batzouroff of Batzouroff & Co., Sofia, Bulgaria, arrived on the *Ile de France* November 6 for a visit of about a month and is making his headquarters with his American representative, George Lueders & Co., New York, and conferring with E. V. Killeen, president of the company.

Regarding the otto of rose situation, Mr. Batzouroff said that the regular distillers of otto of rose, Bulgaria, had, of course, been unable to share in the distillation during the last two years on account of the great handicap imposed by the Bulgarian law regulating the manufacture and sale of this product. The distillation of otto of rose was carried on entirely under the direction of the Bulgarian Bank.

The new government, which came into power in Bulgaria in May recognized almost immediately the fallacy of the recent policy regarding otto of rose and has undertaken an elaborate investigation of the entire situation. This, in Mr. Batzouroff's opinion, will result in restoring initiative on the part of the regular distillers under more liberal government control. He believes that by the time of the next crop in the spring of 1935 the present unfavorable situation will have been entirely corrected by action on the part of the new government.

Regarding the future, Mr. Batzouroff feels that manufacturers of perfumes and toilet preparations can operate with more confidence in otto of rose since, in his opinion, the moves made by the new government will result in stabilization of prices at or near the present market levels.

Astoria Products Moves

The Astoria Products Co., Birmingham, Ala., has moved to new quarters at 506 North Eighteenth street in that city.

Industrial Alcohol Code Effective

The Industrial Alcohol Industry Code supplementary to Chemical Manufacturing Industry Code is now effective. It is known as Code No. 275-Supplement No. 3. The Code Authority is located at 420 Lexington avenue, New York.

The approved Code Authority consists of the following members: Glenn L. Haskell, chairman, U. S. Industrial Alcohol Co.; Lester S. Bacharach, Empire Distilling Corp.; M. F. Chase, Commercial Solvents Corp.; Harry E. Dunning, American Commercial Alcohol Corp.; C. Esteva, Puerto Rico Distilling Co.; A. K. Hamilton, Pennsylvania Alcohol Corp., vice-chairman; J. W. McLaughlin, Carbide & Carbon Chemicals Corp.; J. G. Park, Standard Alcohol Corp.; J. J. Smith, Publicker Commercial Alcohol Co. Robert T. Baldwin is director and treasurer. Miss Ruth E. Boyce is secretary of the Code Authority.

The "products of the industry" as defined in the code are: "Ethyl alcohol, denatured alcohol (including the product commercially known as 'proprietary solvent') sold for industrial purposes, and ethyl alcohol, denatured alcohol, isopropyl alcohol and methyl alcohol (other than that produced from the destructive distillation of wood), or any product containing 70% or more of any of these materials, or any product containing a combination of 70% or more of any of these materials, sold for anti-freeze purposes by any member of the Industry."

A budget of \$25,000 for the period September 1, 1934 to June 16, 1935, and a rate of assessment of \$0.0004 per wine gallon of net sales to the trade during the calendar year 1934 of each and every product of the industry, have been approved by N.R.A. Exemption from the provisions of paragraph III of Executive Order X-36 has been allowed the industry by N.R.A. The open price provisions of the code in conjunction with similar provisions adopted by the Hardwood Distillation Industry Code in amendment to the last named Code became effective November 8.

Poland Regulates Sale of Cosmetics

The Polish Official Gazette No. 62, of July 18, contains a Government decree of June 25, 1934, to become effective on January 18, 1935, establishing Government control of manufacture and sale of domestic and imported cosmetics in Poland, according to the *Danziger Wirtschafts-Zeitung* of August 31.

Products covered by the decree require registration with the Ministry of Social Welfare. Registration depends on the fulfillment of requirements affecting the composition, manufacture, and packing of cosmetics. The decree also contains regulations regarding advertising of cosmetics, and prohibits statements which are apt to mislead the public as to manufacture, component parts, and the effects claimed for the products.

In imported cosmetics, the Polish representatives or agents of foreign manufacturers or distributors are responsible for the compliance with the regulations of the decree. Cosmetics which were on the Polish market at the time of the promulgation of this decree may continue to be offered for sale for 2 more years (that is, until July 18, 1936), even if they do not comply with the regulations laid down in the decree.



D. BATZOUROFF

Continental Can Stock Dividend

Stockholders of the Continental Can Co., Inc., last month received a 50 per cent stock dividend in accordance with a plan proposed by the company's directors and approved by the shareholders themselves. Under the plan, the authorized capital stock has been increased from 2,000,000 to 3,000,000 shares of \$20 par value. After the stock dividend, the outstanding issue stood at 2,665,191 shares, the remainder of the increased capital, consisting of 334,809 shares, being reserved for future corporate purposes.

Dividends have been inaugurated, following the stock distribution, at the rate of 60 cents a share quarterly, the first payment being made November 15. Cash dividends were previously paid at the rate of 75 cents a share on the amount of stock formerly outstanding.

The company has reported for the year ended September 30 net earnings after depreciation and taxes of \$10,076,936. This compares with net earnings after similar charges of \$6,221,177 for the twelve months ended September 30, 1933.

A three-story addition to the company's plant at Houston, Tex., is being erected at a cost of \$400,000. Upon completion the company will have a completely integrated can manufacturing unit at Houston to serve its customers through the Rio Grande valley.

New Publicity Bureau Formed

Maurice Marks and Helen Hoerle have formed a publicity bureau, under the name Hoerle-Marks Inc. with offices at 1776 Broadway. Mr. Marks is the well known advertising and sales specialist. Helen Hoerle, the wife of E. W. Kinsella, sales executive of the Harold F. Ritchie Co., has been identified with many theatrical, musical and commercial organizations as publicity representative. The firm will handle all publicity accounts of the Menken Advertising Agency.

Hoshi Here on World Trip

Hajime Hoshi, founder and head of the Japanese Hoshi Pharmaceutical Co., spent about a week in New York at the offices of his company early this month in the course of a trip around the world. He will return to Japan by way of Europe and across Siberia. Mr. Hoshi reports that while his own company makes toiletries on only a very small scale, the Japanese toilet goods industry is making rapid progress and is accounting each year for a greater percentage of the Empire's consumption. Regarding quinine, his principal line, he advises that his company is now entirely independent of foreign sources of cinchona bark, securing all its raw material from plantations in Formosa.

Colgate Speaks on Business Control

S. Bayard Colgate, president of Colgate-Palmolive-Peet Co., was guest speaker on the program sponsored over the National Broadcasting System by *Liberty* magazine November 15. Mr. Colgate discussed current business problems against the background of his own company's 106 years in business and urged that the American system of fair competition and business control by business men be retained. This he said had brought his own company through no less than 17 major business depressions.

American Home Products Profit

The American Home Products Corp., Detroit, and subsidiaries report for the six months ended June 30 a net profit of \$1,001,784 after depreciation, Federal taxes and other charges, equal to \$1.49 a share on 672,100 shares of no par value capital stock. This compares with a net profit of \$1,156,686, or \$1.72 a share, in the first half of 1933.

Parento Expanding in Canada

Compagnie Parento, Ltd., 73 Adelaide street, Toronto, Ont., has taken over the interests of Compagnie Parento of Canada as of October 31. The new company is headed by Addington Doolittle, president of Compagnie Parento, Inc., with D. E. Picciano, vice-president and E. C. Barton, secretary and treasurer. In keeping with the company's policy and expansion program, additional facilities are now available for the trade in other parts of the British Empire through the Canadian company's Toronto headquarters. The active work of the Canadian company is under the direction of Mr. Barton who is general manager of Compagnie Parento, Ltd.

The accompanying picture was taken during one of



Mr. Barton's recent visits to the parent company at Croton-on-Hudson, N. Y. Seated at the desk is Mr. Doolittle and facing him D. E. Picciano. Standing behind Mr. Doolittle is Mr. Barton and also included in the group is M. A. Picciano, chemist in charge of production and experimental work.

Sales Tax Called Backward Step

A nation-wide survey and investigation, just released by the Columbia University Press and financed by the Rockefeller Foundation, severely criticizes the sales tax as a method of raising revenue. The report states that the sales tax "marks an unnecessary and backward step in taxation . . . and experience with this form of taxation to date offers little support to those who contend that the sales tax should form a permanent element in a state tax system."

The investigation was carried out by a staff of economists headed by Prof. Carl Shoup of the School of Business and was directed by Robert Murray Haig, McVickar Professor of Political Economy.

Marriage of Robert S. Armstrong

We have received an announcement of the marriage on October 15 of Robert Sears Armstrong to Margaret Hopkins, daughter of Mr. and Mrs. Frederick Dan Hopkins. Mr. Armstrong is the son of A. D. Armstrong, secretary of Fritzsche Brothers, Inc., New York City.

New Chemical Company Formed

William F. Eissing is president of the recently organized Chemical Syndicate, Inc., of New York which will handle a line of chemical specialties including aromatic chemicals and other products of use in the cosmetic field. The company has taken offices at 6 East 45th street, New York.

Gallant Now with Florasynth

Florasynth Laboratories, New York, has advised us of the recent appointment of Walter M. Gallant as representative of the company in Mid-Western territory. Mr. Gallant, who is well known in the consuming industries will sell Florasynth products in the states of Ohio, Indiana and Michigan and will also cover the territory around Louisville, Ky., Pittsburgh, Pa., and Buffalo, N. Y. He lives in Detroit, and is especially well known and well liked in that section. The new representative reports that business in his territory is improving and that the cosmetic and drug industries are experiencing a genuine revival which he expects will continue during the Winter and Spring.



WALTER M. GALLANT

Kiefer Opens New Display Room

A space of considerable size on the third floor of the factory has been designated by The Karl Kiefer Machine Co., Cincinnati, as a display room. At least one machine of each type manufactured, or representative types, will shortly take its place in what the company hopes will be one of the most attractive displays of machines anywhere, a display which is to include large photographs of representative installations of Kiefer equipment throughout the land.

According to E. E. Finch, general manager, who is extremely well-known in the trade, business with the Karl Kiefer organization has been and continues to be, exceptionally flourishing. He states that only recently extra space has been acquired for manufacturing and company plans embrace further expansion before long. With repeal, the Kiefer plant found itself engulfed in a whirlpool of new business which—added to its general lines and to the vast business which the return of beer brought the company—has resulted in the busiest year and the biggest volume year in the entire history of the company, which dates back 35 years.

Barrett-Mueller Co. Is Formed

The Barrett-Mueller Co. has been organized with offices and showrooms at 11 East 36th street, New York, to market the "Roi Royale" line of perfumes, toilet waters, face powders, guest powder sets and other cosmetic items. A subsidiary, the B. M. C. Sales Division, will distribute the Barrett-Mueller products as well as those of other toilet goods manufacturers.

Organizers of the company are Robert B. Barrett, William H. Cherry and Wilbert J. Mueller. Mr. Barrett has directed sales in the toilet goods field for such firms as the Celma Co. of Toledo, the Bush Terminal Sales Building, and the U. S. Demusset Sales Corp. Mr. Cherry has been merchandising toilet goods for the past 25 years, spending more than half of that time with the James McCreery Co., New York. Mr. Mueller is known as an originator of stationery items and will direct a department in that field for the new company.

"F-O" Nail Polish at du Pont Exhibit

"F-O" nail polish, made by the Fort Orange Chemical Co., Albany, N. Y., was featured in one of the recent Boardwalk window displays at the du Pont Exhibit in Atlantic City.

The background was in the form of a panel, electrically operated with flash control. Five circle cutouts pictured hands painted on "Cel-O-Glass" in high color, and as each circle flashed on one at a time, it showed the hands in strong relief, the nails of each set a different color.

The base material for the nail polish is furnished by the du Pont company.

Alsop Adds Foreign Representatives

Alsop Engineering Corp., New York, because of a decided upturn in foreign business during the past few months, has appointed representatives in Palestine, Italy, Argentina, Sweden, British West Indies, and Germany. With representation already well established in England, Cuba, Hawaii, Australia, Brazil, Canada, New Zealand and Porto Rico as well as in every principal city in the United States, the corporation now has the broadest selling organization in its history. Alsop sales and service touches practically every civilized country in the world.

Samuel Alsop, president of the Alsop Engineering Corp., New York, was elected a director of the Chemical Engineering Equipment Institute at the second annual meeting of that organization on October 16. In this capacity, Mr. Alsop also becomes a member of the code authority of the chemical engineering equipment industry, a subdivision of the machinery and allied products industry.

Vencolan Represents J. M. & B.

The Vencolan Trading Co., Caracas, Venezuela, has advised us that it has been appointed selling agents for the Hazel-Atlas Glass Co., Wheeling, W. Va., and for the house of J. Mero & Boyveau, Grasse, France. The new agents will cover the territories of Venezuela, and Dutch, British and French West Indies. J. Mero & Boyveau are represented in the United States by Dodge & Olcott Co., New York.

Hutchinson Expanding Organization

D. W. Hutchinson, New York, importer and dealer in essential oils, advises us that Dr. F. W. Brown has joined his organization as chief chemist. Dr. Brown has been in the industry for many years and was associated with Magnus, Mabee & Reynard, Inc., as chief chemist for more than twenty years. He is widely known in the industry as an expert on essential oils and their industrial application.

To head an enlarged sales force, Mr. Hutchinson has secured the services of A. Belknap Foster who has been in the industry more than twenty-five years. Mr. Foster began his business career with the Standard Oil Co., but soon shifted to the essential oil field in which he is very well known, particularly to buyers in New York state and the Middle West. His home has for some years been in Rochester, N. Y. Tarlton Heath Arrington, who completed his education abroad last summer, has also joined the organization. At present he is working in the laboratories and will later be transferred to the sales staff.

The Hutchinson company has been engaged in the essential oil business for nearly 40 years and during all of that time has been under the personal direction of the founder, D. W. Hutchinson. In addition to the augmented technical and sales staff of the company, Mr. Hutchinson's son is now taking an active part in the management and direction of the business. Offices of the company are located at 45 Cliff street, New York City.

Stokes Appoints Frost in Los Angeles

W. I. Frost, whose headquarters are at 1231 E. 7th street, Los Angeles, has been appointed by the F. J. Stokes Machine Co., Philadelphia, to act as sales representative for its line of chemical, pharmaceutical and packaging machinery in Los Angeles and vicinity.

Lyle with Calif. Fruit Growers

C. K. Lyle has joined the staff of the products department of the California Fruit Growers Exchange as assistant to T. F. Baker, New York manager for that department.

Rowell Representative in the East

C. H. E. Dunn, Pacific coast representative of the E. N. Rowell Co. of Batavia, New York has recently returned from an extended automobile tour of the Eastern states at which time he spent several days at the Rowell factory in Batavia.

Affiliated Products Reports Profit

Affiliated Products, Inc., Chicago, and subsidiaries report for the quarter ended September 30 net profit of \$69,934 after depreciation and Federal taxes, equal to 18 cents a share on 382,800 no-par shares of capital stock. This compares with \$16,550 or 4 cents a share in the preceding quarter and \$107,449 or 28 cents a share in the September quarter of 1933. For nine months net profit was \$185,685 after depreciation and taxes, equal to 48 cents a share, compared with \$345,305 or 90 cents a share in the first nine months of 1933.

Gutmann in Larger Quarters

After twenty years at 168 39th street, Brooklyn, Ferdinand Gutmann Co., has moved to larger and more convenient and attractive quarters at 36th to 37th streets and 14th avenue, Brooklyn. The company, which manufactures closure specialties has found increasing business too much for the old quarters to handle efficiently. At the new address, more adequate space for present needs and anticipated further expansion is available.

De Rich Back from Mexico

Antonio De Rich, export manager of the Felton Chemical Co., Inc. has just returned from a trip through the Republic of Mexico. He visited the various industrial centers, such as Monterrey, Torreon, Guadalajara and Mexico City, and everywhere found that much progress, and radical changes had been made during the past few years, especially in Mexico City, which now rightly can boast to be one of the most beautiful and interesting cities in the world.



ANTONIO DE RICH

The cosmetic line and toilet soap industry has been developed along scientific lines, and there are at present quite a number of important chemical laboratories equipped with the latest devices, and where the most up to date manufacturing processes are used. Mr. De Rich regrets that he could only spend five weeks in Mexico, as his numerous friends certainly succeeded in making his stay in that republic a most enjoyable one.

Method of Selling Toiletries in Mexico

Toilet preparations from the United States find a ready acceptance in Mexico, because of the nearness of the United States and the consequent ease of obtaining shipments, and because of the recognized high quality of American goods. Canvassing by mail is nearly always found to be ineffective; successful trade connections are established in the vast majority of cases only by the visit of a personal representative. Many American exporters of toilet preparations treat Mexico, except as regards customs formalities, as an extension of the American domestic market. The leading importers and wholesalers of Mexico City have traveling representatives who visit the principal markets of the Republic. Because of their familiarity with the trade territory and the language and customs of the country, these firms are in a better position to approach potential buyers than are American exporters endeavoring to reach the retail trade direct, unless they establish their own offices in Mexico City and also employ traveling salesmen. The appointment of a large, well-established house in Mexico City as agent offers the additional advantage of enabling the American exporter to confine his credit risk to one concern and avoid the burden of carrying a large number of small separate accounts.

Amic Visiting Trade Here

Louis Amic of Etablissements Roure Bertrand Fils & Justin Dupont, Paris and Grasse, and Mrs. Amic, arrived on the *Paris*, November 20 for a visit to the American trade. Mr. Amic is making his headquarters with the George Silver Import Co., New York, his American representative, and will visit the trade with officials and representatives of that company.

Dreyer Enlarges Space

P. R. Dreyer, Inc., has taken an additional floor at its headquarters, 12 East 12th street, New York City, in order to enable it to handle its growing volume of business.

The executive offices are located on the ninth floor together with the laboratory and the shipping room. The eighth floor affords 6,000 sq. ft. for storage purposes, thus enabling the company to maintain stocks for immediate shipment at all times.

Under the direction of Frederick C. Theile, presi-



F. C. THEILE



E. R. VETTERLEIN

dent, and Ernest R. Vetterlein, vice-president and treasurer, the company has made commendable progress. In addition to the production of its own specialties, the company is American agent for Bertrand Frères, Grasse, France; H. Raab & Co., Ltd., Roermond, Holland; Vanillin Fabrik, Hamburg, Germany; Brödr Aarsaether A/s, Aalesund, Norway, and Paolo Vilardi, Reggio Calabria, Italy.

Postpone Soap Suit Decision

Trial of the case of the Proctor & Gamble Co., and Colgate-Palmolive-Peet Co., against Lever Brothers Co., alleging infringement of patents in the manufacture of powdered soap by the spray process closed November 19 in South Bend, Ind. The trial lasted six weeks and brought together a great array of legal talent and almost every soap and patent expert of importance in the country. Decision in the case is now in the hands of Federal District Judge Thomas W. Slick. It is expected that the decision will not be rendered within six months. It is also predicted that the loser will carry the case to the Federal Circuit Court of Appeals.

Peppermint Oil Exports Increase

American peppermint oil has enjoyed better demand abroad since the beginning of 1934, due in part to increased activity among consuming industries and in part to more favorable exchange, according to the Commerce Department's Chemical Division.

Exports of this flavoring material amounted to 168,000 pounds, valued at \$449,000, during the first eight months of the year compared with 158,000 pounds, valued at \$375,000, for the corresponding period of last year.

American peppermint oil is exported to more than forty foreign markets, the bulk going to the United Kingdom, Germany, and Canada.

Although peppermint oil is produced in England, Continental Europe and elsewhere, the United States is by far the principal world source. Production averages around one half million pounds annually but in some years exceeds one million pounds. About 50 per cent of the total production is exported. From 25,000 to 50,000 acres in Michigan, Indiana and Washington are devoted to the cultivation of mint, the plant from which peppermint oil is extracted. Other producing regions are located in Oregon, California, North Carolina, and elsewhere.

Corporations Must File Addresses

A new law affecting every corporation organized under the Laws of the State of New York went into effect on November 1, being known as Section 24 of the Stock Corporation Law. This law requires every corporation organized under our laws to file in the Department of State at Albany, a certificate designating the Secretary of State as its agent for service of process, and setting forth an address to which the Secretary of State may mail copy of any summons against the corporation which may be served upon him pursuant to this law.

Brillo Reports Net Profits

The Brillo Manufacturing Co., Inc., Brooklyn, N. Y., reports for the six months ended June 30 a net profit of \$74,696 after depreciation, amortization and federal taxes, equal after dividend requirements on 25,848 shares of \$2 Class A stock to 30 cents a share on 160,000 common shares. This compares with earnings of \$78,416, or 32 cents a common share, in the first half of 1933.

For the three months ended June 30 the company showed a net profit of \$35,605, equal to 13 cents a share on the common, comparing with an income of \$38,977, or 16 cents a common share, in the same period last year.

Vles on European Trip

Eric Vles, treasurer of Polak's Frutal Works, New York, expects to sail on the *Lafayette*, December 1, for a visit to the parent company in Amersfoort, Holland.

Rouge Exports in 1933

Exports of American face rouge in cake, liquid, and all forms, were valued at \$74,000, or \$10,000 less than during 1932.

Ervin F. Kemp

Ervin F. Kemp, general representative of the Proprietary Association in charge of its offices in Washington, died at his home in Sandy Spring, Md., on October 23. He was 62 years old. Mr. Kemp, formerly an Ohio newspaper man, had worked with the association for 30 years, handling its publicity and bulletin services and editing the monthly publication, *Standard Remedies*. He leaves his wife, Nellie B. Kemp. Funeral services were at Toledo, O., with the Proprietary Association represented by Charles P. Tyrrell, its secretary-treasurer, and Joseph F. Hinde, of the Emerson Drug Co.

E. C. Shearin

E. C. Shearin, founder and chairman of the board of Dolly Dimple Laboratories, Inc., of Atlanta, manufacturers of cosmetics, died instantly on Wednesday night, October 24, when his automobile was overturned on the highway near Sadlersville, Tenn.

Reports from the scene of the accident said that Mr. Shearin and his daughter, Mrs. Maxine McAuley, were thrown from their car when it overturned as they attempted to pass another car on the highway. At the time of the accident, the Atlanta manufacturer and his daughter were en route from Atlanta to St. Louis, to visit the Dolly Dimple factory in that city, which is managed by Mrs. McAuley's husband, McGill McAuley. Mrs. McAuley was not seriously injured.

Mr. Shearin was 67 years of age. He was born in Shelbyville, Tenn., and moved to Atlanta more than a quarter of a century ago. He founded the Dolly Dimple Laboratories some years ago and was chairman of the board of directors at the time of his death.

Funeral services were held Saturday, October 27 in Atlanta, with interment in the West View cemetery there. Dr. John B. Peters was the officiating clergyman. Pallbearers were L. C. Morris, W. B. Branch, L. L. Holland, A. C. Holbrook, E. C. Kent and F. X. Kerscher.

Mr. Shearin leaves his widow, two daughters, Mrs. Floyd Arnold of Atlanta and Mrs. M. M. McAuley of St. Louis; one son, L. D. Shearin of Atlanta; four sisters. Mrs. B. D. Sprowl of Atlanta, Mrs. George W. Ring of Chattanooga, Mrs. S. D. Woolsey of Nashville and Mrs. Jack Willemore of Los Angeles and one brother, Horace Shearin of Atlanta.

Frank B. Dole

Frank B. Dole, for more than 40 years a manufacturer and distributor of flavoring extracts at Boston, Mass., died at his home in that city recently. He was 96 years old. Mr. Dole had retired from business about ten years ago, but until a few weeks prior to his death was unusually active for a man of his advanced age.

T. G. Lee

T. G. Lee, president of Armour & Co., died November 6 at the Presbyterian Hospital, Chicago, after an illness of about four months. On July 28th he submitted to an operation for appendicitis and the operation disclosed the existence of other intestinal troubles which he was unable to overcome. Mr. Lee was 56 years old. He leaves his widow and two daughters, Jane (Mrs. W. E. Graham) and Martha.

Mr. Lee became president of Armour & Co. in 1931 succeeding the late F. Edson White. He spent practically his entire business career with the company having started as a stenographer in 1895. His first position was in the beef department and as he acquired experience his responsibilities increased and he became head of the beef department in 1906.

In 1913 he was made district sales manager of the Philadelphia territory and in 1921 he was moved to New York and made manager of all the Armour interests there. His success as a sales manager and general executive was so marked that in 1926 he was recalled to the general headquarters in Chicago and elevated to a vice-presidency with supervision over branch house sales and beef operations. In the five years which followed he became an outstanding leader in the industry and following the demise of Mr. White he was chosen by the directors as president of the company.



THE LATE
T. G. LEE

Leonard A. Jenkins

Leonard Abbott Jenkins, formerly vice-president, secretary and general manager of the Kolynos Co., New Haven, Conn., died after a heart attack at his home in New Haven on November 1. He was 65 years old.

Mr. Jenkins was the son of Dr. Newell S. Jenkins, who founded the Kolynos Co. in 1908 to market his dental cream after years of service as a dentist to European royalty and prominent persons throughout the world. Mr. Jenkins supervised the manufacture and sale of his father's product for 20 years, retiring from the organization in 1928 when its properties were acquired by the American Home Products Co. Since that time he has acted as vice-president of the Budge-It Corp.

Mr. Jenkins was a graduate of the Sheffield Scientific School and Yale University.



THE LATE
LEONARD A. JENKINS

Dr. Jacob S. Goldbaum

Dr. Jacob Samuel Goldbaum, vice-president of Fels & Co., died from heart disease November 5 at his home in Philadelphia. He was 46 years old.

Dr. Goldbaum was graduated from the University of Pennsylvania in 1908. He was an instructor in electrochemistry at the University of Pennsylvania from 1908 until 1911. He then became connected with Fels & Co., as research chemist, and in 1930 was chosen vice-president of the firm.

He was a member of the Electrochemical Society, the Chemical Society, the Franklin Institute and a fellow of the Institute of Chemistry. He was known as an authority on the chemistry of soaps and petroleum and on electrochemical analysis. He leaves his wife and two daughters, Emma K., who is studying in England, and Ruth Dene, a student at Antioch College.

Alvin G. Reichenbach

Alvin G. Reichenbach, 58, secretary of the Wisconsin Pharmaceutical Travelers' association for the last 16 years, died Oct. 23 at his home in Milwaukee. Mr. Reichenbach was salesman for the Eli Lilly & Co. for 23 years. He is survived by his wife and two sisters.

Toiletries at Leipzig Fair

According to official figures published by the Leipzig Fair Office, the number of exhibitors in the toiletry section amounted to 197, compared with 154 in the Spring fair of 1933. Perfumery manufacturers were not satisfied with the results of the Leipzig 1934 Fair. Export business was reported to be poor and domestic demand less than normal. With the exception of a new metal spraying bottle filled with perfume, new articles in this line were not seen. One manufacturer exhibited an apparatus containing an electric bulb, heat from the bulb bringing out the scent.

The only bathing salts manufacturers reporting good sales were those who offered salts containing carbon dioxide, iodine, sulphur, etc. Business in talcum powder was especially brisk owing to demand from members of military and similar organizations. A manufacturer in this line offered a foot remedy in liquid form, in tubes. When applied to the skin, the liquid quickly evaporates, leaving a fine dry powder. One manufacturer advertised a lipstick which, it was claimed, would give a more permanent and more natural color to the lips, and need be applied only once or twice a day.

Foreign visitors and export orders were only half last year's figures. Orders from Scandinavian and other European countries declined as a result of depreciated currencies. The volume of domestic sales was satisfactory, according to statements of manufacturers of ordinary soap. (*Vice-Consul Patrick Mallon, Leipzig.*)

Denmark Regulates Cosmetics

A Danish Ministerial Order of February 28, effective recently, contains detailed regulations concerning restrictions on the use of poisons and dangerous substances in cosmetics and in paints and dyes with which various articles are colored, according to a report from assistant trade commissioner Paul H. Pearson, Copenhagen.

Chicago News Notes

THE Chicago Perfumery Soap & Extract Association has mailed announcements to members advising them to have their evening clothes in readiness for the annual Christmas banquet, which will be held December 13, at the Knickerbocker Hotel. The entertainment committee added the final touches to the program to insure a most enjoyable and brilliant party, and dug deeply into the treasury funds to provide a whirlwind of sparkling entertainment and dancing that promises not to have a dull moment throughout the entire evening. This gala party should be entitled "The Ladies Banquet," in as much as the members inaugurated the annual banquet for the sole purpose of entertaining the wives and sweethearts. The tickets are to be had at the reduced price of \$2.75 per person, no advance over last year, as the association will again assume the larger share of the expenses.

Following their traditional custom, every lady attending the banquet will receive a huge souvenir bag filled to the brim with numerous items of toilet and cosmetic requisites. The manufacturing friends of the association are responding most generously with their donations of souvenirs, therefore the bag this year will not only be of a larger proportion, but will contain a more complete and elaborate assortment than ever before. Judging from the advance requests for blocks of tickets and reservations, the committee is making the necessary preparations for the largest crowd ever assembled.

Drug Men's Christmas Party

The final details have been completed and the Chicago Drug & Chemical Association is all ready to hold its 32nd annual stag Christmas party, at the Stevens Hotel on Thursday evening, December 20. Frank L. McCarty vice-president of the association, is chairman of the banquet committee, and A. C. Stephan, Jr., is vice-chairman. With the assistance of their committees, they have put forth their best efforts to give the boys just what they like in the way of entertainment, and a menu to satisfy the most fastidious appetites. The bag of souvenirs presented to each guest will weigh at least 90 lbs. and the total weight of the items donated for the bags weigh over 2 tons. Tickets will be \$5.00 each, and attendance will be limited to members only.

The regular luncheon meeting of the Chicago Drug and Chemical Association was held at the Chicago Athletic Association, on Thursday, October 25th. The meeting was found most interesting especially to the "old grads," as they were addressed by Mr. "Nick" Kearns who holds the title of "premier football and basket ball referee" who spoke on "The inside on football." Mr. Kearns who is always referred to as "Nick," is an old timer. Eighteen years as a "Ref," and he is still young. He has refereed games all over the United States, in all conferences. After listening to his address the "fans" found out why their teams lost.

Lyon Recovers from Illness

We are happy to report that Howard S. Lyon, of the Comfort Manufacturing Co., who was confined to his home for about a week on account of being quite ill, has fully recovered and is back to his desk attending to his business duties.

New Yorkers Visit Chicago Trade

A. Koster of Koster Keunen of Sayville, L. I., and Charles B. Chrystal, of New York, have returned to their respective headquarters after visiting their Chicago representative, Walter H. Jelly & Co., Inc., and calling on the Chicago trade, and have reported business as being very good.

Phoebe Burnham

Phoebe Burnham, 12 years old daughter of Mr. and Mrs. Ray Burnham died October 23rd, from a skull fracture resulting from an automobile accident caused while attempting to cross the outer drive en route to a moonlight beach party. Her father, Ray Burnham, is an official of the Burnham Products Co.

Circulars, Price Lists, etc.

First Machinery Corp., New York.—A Football Circular.—Recalling the football days of its sales manager, Mike Firstenberg, the company compares its organization to a football team in the following interesting bit:

"The 'ping' of the punt is re-echoing over a thousand gridirons throughout the country and flying footballs bring pleasant memories of the past. Do you remember when Mike Firstenberg, Sales Manager of the First Machinery Corp. now—was tearing up opposing lines as tackle or full back for Chic Meehan during those halycon days when N. Y. U. had a Major League Football Team? What a puissant backfield Mrs. Firstenberg's four boys would make today—with Fred Firstenberg, the directing head of FMC at quarterback, Clarence, another slim giant at left half, Harry Firstenberg, a former Georgia guard at right half and the gigantic Mike at full back. Can you imagine Mike, his burly middle encased in an FMC steel tank, with an FMC copper kettle as a head guard and with an FMC filling machine tucked under his arm, charging down the field? No wonder opposing teams (beg pardon, we should say competing firms) give this sturdy backfield plenty of elbow room. Judging by this quartet, football is not only a character builder but mighty good training for successful business careers."

Another circular illustrates in rather unusual style a large number of pieces of equipment which it has available for use in the cosmetic and drug industries.

Chicago Perfumery, Soap and Extract Association, Chicago, Ill.—Membership Directory, 1934.—The progress of this growing organization is indicated in this roster of its membership. The constitution of the association and a list of its officers and committees are included.

Dodge & Olcott Co., New York.—Price List, November-December, 1934.—This is the regular bi-monthly reference and price list of the company for the manufacturing and wholesale trades. It presents current quotations for the company's line, including the natural floral products of J. Mero & Boyveau and the aromatic chemicals of Fabriques de L'aire.

Fritzsch Brothers, Inc., New York.—Wholesale Price List, November, 1934.—The company's full line of natural and synthetic materials for the manufacturer of perfumes is presented, together with current price quotations.

Perfumery & Essential Oil Record, London, England.—P. & E. O. R. Catalogue, 1934.—This special number of our British contemporary features a listing and discussion of floral odors and an analysis of the engineering problems of the perfumery and toilet soap plant.

Hazel-Atlas Glass Co., Wheeling, W. Va.—Photograph of New "Penslar" Line.—The company has sent us a handsome picture of the new line of bottles



now in use by "Penslar," Detroit, on its drugs and toilet products. These were created by Hazel-Atlas Glass Co.

Innis, Speiden & Co., New York.—Price List.—A list of chemicals and specialties offered by the company for many purposes includes a number of items used in the manufacture of toilet preparations and soaps.

Peerless Tube Co., Bloomfield, N. J.—"Tubes by Peerless."—Production of collapsible tubes has made remarkable progress since the invention of this type of container by John Rand in 1841. This interesting booklet describes the four kinds of collapsible tubes now in general use—tin, lead, aluminum and tin-coated—and presents a chart suggesting which type is applicable to various products.

Neumann-Buslee & Wolfe, Inc., Chicago, Ill.—Wholesale Price List, November 1, 1934.—Latest price quotations are presented for the company's complete line of essential oils, aromatic chemicals, food colors, flavors and sundries.

National Dairy Products Corp., New York.—"5,000 Years and 10."—To commemorate the tenth anniversary of the formation of this milk products organization, this handsome brochure descriptive of the history of the dairy industry has been issued. Its cover features a reproduction of a 5,000-year-old frieze of a Babylonian milking scene, and its contents is attractively illustrated.

* * * *

Owens-Illinois Glass Co., Toledo, Ohio.—*Perfume Vanite Set.*—"This attractive 'Vanite' set for perfume, designed by E. W. Fuerst of the Owens-Illinois Glass Co., sets a new standard in specialty glassware. The set pictured here is made in the 'hand blown' factory of Owens-Illinois at Chicago Heights. It represents a handsome combination of black glass and frosted tray.



Perfume manufacturers are making gift packages out of these unusual containers. The set is also an attractive item for sale empty, by stores that feature specialty glassware."

* * * *

Martha Matilda Harper, Inc., Rocheser, N. Y.—"Harper Method Progress," October, 1934.—Much material of importance to beauty shop owners is contained in the current issue of this lively and interesting publication.

* * * *

Givaudan-Delawanna, Inc., New York.—"The Givandian," October, 1934.—Code problems under the NRA are discussed in this issue. Dr. Eric C. Kunz, executive vice-president, writes editorially of "Cosmetics in Russia."

* * * *

F. J. Stokes Machine Co., Philadelphia.—*Catalog of Filling Equipment.*—"A completely revised edition of its catalog on tube, jar and powder filling equipment has just been issued by this company. Available advisory service, patented developments in airtight tube closures and a complete line of hand-operated and power-driven fillers are described. Lipstick molds, compact presses, kettles, mixers, bottle washers, drying closets, water stills and other equipment of interest to the pharmaceutical and cosmetic fields are also covered. Numerous installation views add interest to this edition. Copies are available on request to the Stokes company."

Book Reviews

Therapeutics and Materia Medica

THE MERCK MANUAL, Sixth Edition, Compiled and Published by Merck & Co., Rahway, N. J. 1379 Pages. 1934. Price \$2.00

This work was originally intended as a book of ready reference for the physician, but it also has its uses for chemists and others interested in abnormal condition and their repair. The first edition came out in 1899 and consisted of 250 pages, each subsequent edition having been entirely rewritten and greatly enlarged. In the sixth edition the therapy has been outlined by Dr. Bernard Fantus, professor of therapeutics at the College of Medicine of the University of Illinois.

The work is divided into six parts, the first and most elaborate being devoted to therapeutic indications including diagnosis and therapy. It is arranged alphabetically under the various pathological conditions. Part two is devoted to urinalysis, part three to poisoning and its treatment, part four is a dosage table. Part five is given over to materia medica and contains synonyms, chemical constituents, actions, uses, average doses, incompatibles and antidotes for a very comprehensive list of drugs and chemicals used in medicine. The final section is devoted to a grouping of miscellaneous information of value to physician or pharmacist.

The book is excellently bound in blue fabrikoid and is a valuable reference work. Possibly a bibliography would be too much to expect but the work would be materially improved by such a section.

S. L. M.

* * * *

Reference Work on Chemistry and Physics

HANDBOOK OF CHEMISTRY AND PHYSICS, Nineteenth Edition, edited by Charles D. Hodgman, M.S., and a staff of experts. 1933 Pages. Fabrikoid. The Chemical Rubber Publishing Co., Cleveland. 1934. Price \$6.00

This very valuable work is almost outgrowing the traditional handbook size, so vast is the volume of data which each successive edition adds to the former one. Started in 1914 as a modest work of reference, new editions have been issued each year excepting 1921 and each has been much larger than the preceding ones. The book contains almost every sort of data which the chemical or physical engineer.

It is impossible in the scope of a brief review to give an idea of the contents of the nineteenth edition. Much new material has been added and the arrangement has been materially improved by placing related material as closely together as is possible in such a work. A number of the important tables have been completely revised and new tables have been added under a number of headings.

To those familiar with previous editions it is unnecessary to recommend the present one. Those who have not used the other editions will find in this one of the most complete scientific reference works published either here or abroad.

S. L. M.

Perfume Material Dictionary

AROMASTOFFE, by Dir. Alfred Wagner, 322 pages, Theodor Steinkopff, Dresden and Leipzig, Germany, 1933. Price: Cloth 21.50 Reichsmarks; Paper, 20.00 Reichsmarks.

This work lists the essential oils and aromatic chemicals in common use in the manufacture of perfumes, toilet preparations and other perfumed products, gives in most instances their chemical and physical constants and then describes briefly the taste and odor and gives some suggestions as to their uses. A section is also devoted to aromatic drugs and is handled along the same lines but in somewhat less detail.

So far as the description of the taste and odor of each of these materials is concerned, the book is extremely useful and undoubtedly fills a need. When we consider the chemical and physical constants which are described, we find them in many instances considerably at variance with those stated by other authorities, usually considered reliable. Whether these are errors or are due to varying sources of the materials cannot be determined by the reviewer but we would caution the reader to confirm chemical and physical constants as given by Wagner by consultation of other authorities or analytical work.

S. L. M.

British Institute on Essential Oils

The annual report for 1933 by the director, Lieut.-Gen. Sir William Furse, K.C.B., D.S.O., to the Board of Governors of the Imperial Institute, London, refers in detail to the work of the committee on essential oils and resins.

This committee considered a report by W. Holdsworth Haines, who had been commissioned to investigate the essential oil industry in the Seychelles. Technical suggestions by Mr. Haines for the improvement of stills used in the Colony were considered sound and worthy of adoption. His suggestion that green wood as fuel be abandoned and replaced by dried wood was also endorsed, and attention was drawn to the importance of ensuring a fuel supply for the needs of the industry.

The proposal to establish a "standard quality" of Seychelles patchouli oil, by prohibiting the export of oil unless certified by the Department of Agriculture, was noted with approval. The committee considers standardization of essential oils at the source highly desirable, and, together with some form of cooperation among producers, likely to be of great benefit to the industry.

In continuation of experiments in the cultivation of peppermint in different countries of the Empire as recommended by the committee, further samples of oil of the quality of one of the samples from Kenya were received from Cyprus and Kenya. This oil, it was considered by the committee, should find a ready market in Great Britain in competition with American peppermint oil.

Other subjects dealt with include geranium oils from Kenya, muhugu oil (*Brachyloena Hutchinsii*) from Kenya, *Excoecaria africana* oleo-resin, also from Kenya; and the oil of mlanje cedar wood (*Widdringtonia whytei*) from Nyasaland.

New Incorporations

Beauty Laboratories, Inc., New York, beauty products; 200 shares of no par value stock. Filed by Emanuel Reich, 125 East 41st street, New York.

Carnation Laboratories, 1014 South Michigan avenue, Chicago, Ill., tooth paste and toilet articles; 5,000 shares of no par value common stock. Incorporators: S. Robert Eigel, L. A. Michelson, Joseph Sommers. Correspondent: Kixmiller, Baar and Hoffman, 11 South La Salle street, Chicago, Ill.

De Zol Products Co., Asbury Park, N. J., cosmetics; 1,000 shares of no par value stock. Agent: Harold Van Wickle.

Foller Tissue Co., Inc., New York, cosmetics; 200 shares of no par value stock. Incorporators: George S. Wallace, 130 Post avenue, New York; Menachem Naphtali, 2062 62nd street, Brooklyn, N. Y.; Irvin Raisman, 261 Broadway, New York. Filed by Mathias Naphtali, 261 Broadway, New York.

Hostetter Corp., First National Bank building, Baltimore, Md., drugs and cosmetics; 300,000 shares of \$1 par value stock. Incorporators: Edward L. Stevens, Jr., Andrew P. Lang and Madeline MacLennan, all of 90 Broadway, New York.

Kor-Jul Special Formula Laboratories, Inc., Wilmington, Del., cosmetics; \$150,000 and 3,000 shares of no par value stock. Incorporators: M. C. Williams, M. E. Pinder and A. G. Foulke, all of Wilmington, Del.; (Charles G. Guyer, Wilmington, Del.)

Lydia O'Leary, Inc., New York, lotions and creams; 100 shares of no par value stock. Incorporators: Lydia O'Leary, 1 Fifth avenue, New York; James V. McDermott, 41 Park Row, New York; John Carbone, 2681 Marion avenue, New York. Filed by Albany Service Co., 315 Broadway, New York.

Point Products, Inc., New York, perfumeries and toilet articles; 100 shares of no par value stock. Filed by Abraham G. Grayzel, 277 Broadway, New York.

Renaud Parfumeurs, Inc., Wilmington, Del., perfumes, soaps, cosmetics; 1,000 shares of no par value stock. Incorporators: Raymond J. Gorman, David H. Jackman and Charles N. Caldwell, all of New York. (United States Corporation Co.)

Vogay Co., 612 North Michigan avenue, Chicago, Ill., toilet goods: Thomas B. Comeford, Nelson Bullis and Edward J. Meelbusch.

Mary Webb, Inc., Wilmington, Del., soaps, perfumes, powders, etc.; 250 shares of no par value stock. Incorporators: Thomas Honihy, Ruth Martin, Goldie B. King.

Zande Cosmetic Co., Inc., New York, cosmetics; \$10,000. Incorporators: John Zgarbas, 693 East 232nd street, New York; Demetrios Benecos, 128 India street, Brooklyn, N. Y.; Angelis Yankou, 2115 29th street, Astoria, N. Y. Filed by the Albany Service Co., 315 Broadway, New York.

Very Valuable Information

Parfums Marlaine, J. Le Bloas

May I express my personal compliments to the publishers of *THE AMERICAN PERFUMER*? It is a splendid magazine, full of interest about the trade. I always read it with pleasure and find in each copy very valuable information.

Canadian News and Notes

UNDER the directing guidance of Julius Hershman and C. J. Glaspel, Welney's, Ltd., Toronto, makers of "Hand Charm," have entered the drug field, with offices at 69 York street, Toronto. Both these men are well known to the Canadian drug trade having done business with retail druggists, in different capacities for years and both are prominent members of the Travelling Men's Auxiliary in Ontario.

The advertising of the new company is now under way and a special introductory offer is being announced by means of a coupon worth 10 cents on each bottle at leading drug and departmental stores.

"Hand Charm" is said to be the only mentholated lotion of its kind for the purpose of keeping hands soft and it is also claimed to restore the natural oil taken from the hands by harsh soap and hard water.

Queries Trade on Stabilization

Colgate-Palmolive-Peet, manufacturers of "Palmolive" soap and "Palmolive" shaving cream, are announcing a free gift of a full sized tube of "Palmolive" shaving cream to druggists who will write them a letter telling them whether or not "Palmolive" soap's stabilized prices have stopped price cutting in their neighborhood, and whether the "Palmolive" plan has helped the druggists increase business and profits on their products.

In addition, \$25.00 in prizes is offered for the five most complete and entertaining letters received, the prizes being \$5.00 each.

This special offer to druggists as mentioned above is to find out the success with which this scale of stabilized prices worked out, and how well it was adhered to by the drug trade.

Sterling Makes New Items in Canada

Announcement has been made that Dr. Lyon's tooth powder, "Glostora" liquid hair dressing and "Mulsified Coconut Oil Shampoo" are now being manufactured and distributed by Sterling Products, Ltd., Windsor. The sales will be supported by strong advertising, radio, newspaper and car cards. Dealers will be supplied with new window and counter displays free on request, and every effort will be given to enable him to increase his sales.

Ralph Barton, sales manager of Sterling Products recently completed his annual trans-continental trip and reports very much improved business from Atlantic to the Pacific. Mr. Barton is a close student of the business trend and says that it is a long time since he has been so well satisfied with indications as he is at the present time.

Glazo Offering Holiday Deal

Glazo, Ltd., Montreal, is announcing its first Christmas deal of the season whereby the retail druggist makes 10% extra profit. The deal is made up as follows—1/2 dozen Glazo Bakelite sets; 1/12 Glazo leather set blue; 1/12 dozen Glazo leather sets green. The deal expires on December 24.

Perfumers' Xmas Party Committees

Arrangements are now practically completed for the semi-annual convention and Christmas party of the Association of Canadian Perfumers and Manufacturers of Toilet Articles to be held December 3 at the Royal York hotel, Toronto, Ont. J. R. Kennedy is chairman of the affair, while W. C. A. Moffatt will act as historian and Sam Harris will serve as head of the speakers' committee. Other committees will include the following members:

Luncheon.—Fred Hodder, Jim Patterson, Fred Whitlow and Gene Barton.

Banquet.—Fred Fielder, Jack Deegan, Stan Beardmore and Art Poole.

Dance.—Charles Stephens, George Kaestner, William Singer and Don Sayer.

Registration.—Walter Campbell, John Catto, Ted Reed and John Keens.

Ladies' Entertainment.—Jack Hill, H. Roden, E. P. Layton and Ken Specht.

Dr. West's Opens Office

A. J. Johnston who has been a regular visitor to Canada for some years in the interest of the Weco Products Co., makers of Dr. West's tooth paste and tooth brushes, is now permanently located in Canada, and is fast increasing his number of acquaintances in the drug trade. Headquarters of the Canadian company are at 64 Wellington street West, Toronto. Mr. Johnston's territory extends from coast to coast. He is a strong believer in price maintenance, insisting that this creates more competition and leads to better merchandising on the part of the druggist.

Potter & Moore Holiday Items

Among the attractive items in the Potter & Moore list of gift merchandise for Christmas are a perfume purse flask and soap; a shaving stick and shaving lotion; two liquid bath salt decanter sets; a combination set including perfume, liquid bath salt, face powder, cleansing cream, perfume purse flask, soap and talcum in glass.

British Soap Makers Confer on Premiums

Tentative suggestions have been circulated in England with a view to arranging a meeting of soap manufacturers at which such questions as free gift schemes, premium trading, and similar marketing methods could be thoroughly discussed. The smaller soap firms, of course, are the chief sufferers, but even the large concerns cannot be altogether free from anxiety at the lengths to which such practices have been carried lately in the United Kingdom.

A round-table conference representative of the entire industry might lead to the promulgation of decisions with far-reaching results. Many manufacturers have chosen a bigger soap tablet rather than indulge in premium trading and, while this will help sales for a time, unless a curb is put to gift distribution, competition will ultimately become more strenuous than ever.

Using Plastics Intelligently

(Continued from Page 447)

of several related materials, or of metal, most of them slightly flexible and therefore easily inserted, will be one sensible method of merchandising the plastic cream or powder jar. Heavy paper chemically treated to make it practical is another method. And there is still a third product available which will act merely as a carrier of the cream which will then be easily emptied into the original jar. This method happened to be patented but the use of the patents I understand is available to other toilet goods manufacturers. By any one of these systems the real cream problem will be solved.

The rouge containers illustrated are stock items also and are available in practically any color, for rouge is one of the blessed products which neither attacks nor is attacked by plastics. I want to call especial attention to the metal decoration of inlay on some of these. Here is a very lovely method of decor for plastics which is being done both effectively and practically. I will talk in greater detail about this inlay work in the next article. There is also the method of wiping a contrasting color into a slightly intaglio processed surface. This is also successful and two of the plastic compacts shown have been decorated in this fashion.

This is one instance of the chain store twenty cent item using plastics in order to appeal definitely to a very price-conscious public. The quality of material, workmanship, etc. is not confused in the mind of the public with the higher priced plastic articles. For quality in plastics is a very apparent thing and only when the manufacturer of the high priced article uses cheap plastics does he complain that the use of plastics in the chain store is hurting his business on his plastic package. Aim for your particular market and buy plastic that is geared to it—don't straddle the two markets. Remember that Mrs. Consumer never mistakes the glass perfume bottle in the chain store for the cut and polished hand made bottle in the high price department store display. She can recognize the same quality differences in plastic.

The two plastic boxes illustrated both happen to have black bases and ivory tops. They can be used for powder, small assortments of preparations, etc. The one with the embossed decoration on the top has a slip cover and the other uses a very interesting and practical hinge arrangement which looks to me as though it could see the same sturdy service that any other well built metal hinge box would take. It should be carefully examined to be appreciated. The finish and quality of the plastic is also noteworthy and the rich thickness of walls adds "class."

There are three more small items which demand attention for three different reasons. One is the Joubert paper powder box with a round knob of plastic as decoration on the top. Here we see plastic used in combination with another material. The "Faen" perfume bottle uses a square plastic cap with a pin extension which fits down into the tiny opening of the bottle giving it a better seal. This is not the first time this method of closure has been used on the inexpensive perfume package and I hope we will see other interesting variations of it because it is both decorative and practical. The "Nonspi" package has a plastic top in two sections. The upper half unscrews and the lower half, still

Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT
Perfumer Publishing Co., 432 Fourth Ave., New York.

TRADE MARKS UNDER UNFAIR COMPETITION ACT OF 1932

Design: A representation of Siva holding certain symbols in his hands and riding a sacred animal. Cosmetics and disinfectant soaps for undertakers. Royal D. Sheffield, Innisfail, Alberta.

"Bath Satin." Toilet preparations. Phoebe Campbell, Montreal, Que.

"Thrill." Toilet preparations and soaps. Brim Products, Ltd., Toronto, Ont.

Patents

344,965. Powder box. Oswald Montagu Shepherd, Brentford, and Cyril Keith-Thomas, Ealing, co-inventors, both in the County of Middlesex, England.

345,115. Collapsible tube closure. Frank Forrest Burlock Chapman, Nashua, N. H.

Designs

Design for a vanity case, in the general outline of a tulip, with certain marginal embellishments. Illinois Watch Case Co., Elgin, Ill.

Design for a bottle, the sides of which are generally convex, one pair of opposite sides of greater length than another pair at right angles thereto, said two pairs of sides connected by sides extending obliquely thereto, each formed in two triangular segments with an oblique diagonal line of demarcation therebetween. Design for a jar, the sides of which are generally convex, one pair of opposite sides of greater length than another pair at right angles thereto, said two pairs of sides connected by generally plain narrow sides presenting a diagonal line of demarcation between triangular sections thereof. Crystal Corp., New York.

attached to the bottle, has holes through which the liquid is sprinkled out directly on the skin.

Then comes a very interesting men's traveling case which uses plastic for the various containers. While this is the first of just this type to appear on the market I understand that after this Christmas the use of the molds will be available to other manufacturers. Why not go a step further and let some toilet goods manufacturer—or manufacturers—fill them for the luggage producer? Or sell them direct themselves? My only warning is test your products in which ever particular plastic you desire to use and make sure they will end their life giving satisfaction to the traveler. Don't just barge in without proper tests.

Again let me say that in the following section I will have more to explain about this matter of tests, and many other points which space did not permit covering in this issue. *Questions which you want answered about plastic should be sent in at once and wherever they are of general interest they will be discussed in the next section of the plastic article. Otherwise they will be personally answered.*

* * *

NOTE:—The second article on plastics by Miss Freeman will appear in our January issue.—EDITOR.

Patent and Trade Mark Department

Conducted by HOWARD S. NEIMAN

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.; Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder

are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT
Perfumer Publishing Co., 432 Fourth Avenue
New York City

Trade Mark Registration Applied for (Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

346,938.—"Pierre L'Vergne." Laurence Epstein, doing business as Pierre L'Vergne, New York. (July, 1933.)—Perfume and face powder.

348,436.—"Floral Fragrance." Goodman Chemical Co., Brooklyn, N. Y. (1928.)—Talcum powder.

348,955.—"SOS." George Linton Wiggins, doing business as the Lifol Co., Tulsa, Okla. (Feb., 1931.)—Dandruff preparation.

349,756.—"Marshall." Western Grocer Co., doing business as the Marshall Canning Co., Marshalltown, Ia. (Dec. 11, 1919.)—Food flavoring extracts.

350,174.—"Createur." Bruno Laboratories, Brooklyn, N. Y. (Mar. 16, 1934.)—Face and beauty creams.

351,169.—"Persistence." Lenthéric, Inc., New York. (May 4, 1934.)—Perfumes and dentifrices.

351,301.—"CJ." Clarice Jane, Inc., Elgin, Ill. (Apr. 24, 1934.)—Vanity cases, compacts and cosmetic containers.

351,448.—"Sta-Wel." Bertram Ball, Yonkers, N. Y. (Mar. 1, 1934.)—Tooth powder.

352,333.—See illustration. Specialty Laboratories, Inc., Chicago, Ill. (Dec. 23, 1933.)—Toilet preparations.

352,765.—"Bi-Bor-A." A. B. Ward, Los Angeles, Cal. (June 28, 1933.)—Tooth powder.

353,094.—"Soft as Silk." Jack Waldstein, doing business as Soft as Silk Products Co., Boston, Mass. (June 21, 1934.)—Wave lotion.

353,204.—"Weigela." Lavenia M. Brown, Minden, La. (June 13, 1934.)—Face powder.

353,236.—"Kaye Mar-tine." Randolph Drug Co., Detroit, Mich. (Mar. 1, 1934.)—Toilet preparations.

353,468.—"Pour un Homme." E. Daltroff & Cie., doing business as Parfumerie Caron, Paris, France. (Apr. 20, 1934.)—Toilet preparations.

353,484.—"Q. B." J. W. Quinn Drug Co., Inc., Greenwood, Miss. (1929.)—Skin lotion.

353,595.—"Astyptodyne." Astyptodyne Chemical Co., Wilmington, N. C. (Oct., 1902.)—Deodorant.

353,601.—"Lip Ice." Chesebrough Manufacturing Co., Consolidated, New York. (Apr., 1932.)—Lipsticks and lip pomades.

353,785.—"Conlin's Grayno." Conlin Chemical Co., Hollywood, Cal. (Mar. 1, 1934.)—Hair color restorative.

353,936.—"Atoz." Jonathan K. Miller, doing business as A. & M. Laboratories, Philadelphia, Pa. (Mar. 1, 1934.)—Skin lotion.

354,152.—"Fleet-Wing." Fleet-Wing Corp., Cleveland, O. (Nov., 1923.)—Oil soap and cleansers.

354,186.—"Marcelle." C. W. Beggs, Sons & Co., Chicago, Ill. (Jan. 15, 1933.)—Toilet preparations.

354,351.—"Triple." Gabilla, Inc., New York. (May 14, 1934.)—Bath preparations.

354,503.—"Lux-Art." Ernest Baum, doing business as the Ernest Baum Products Co., Los Angeles, Cal. (May 1, 1934.)—Permanent wave solutions.

354,575.—"Lilly of France." Parfumerie St. Denis, New York. (July 30, 1934.)—Toilet preparations.

354,705.—"Schiaparelli." Schiaparelli, S. A., Paris, France. (July 2, 1934.)—Perfumes.

354,732.—"Nickse." Moon Glow Cosmetic Co., Ltd., Los Angeles, Cal. (Sept. 3, 1932.)—Toilet preparations.

354,774.—"Diamond." J. Parker Pray, Inc., New York. (May 28, 1934.)—Manicure preparations.

354,790.—"Handmask." Beautykote Corp., Newark, N. J. (May 9, 1934.)—Protective preparation for the hands.

354,871.—"Gold Shield." Rossville Commercial Alcohol Corp., New York. (July 16, 1934.)—Denatured alcohol.

Patents and Trade Marks



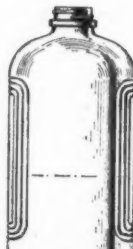
352,333



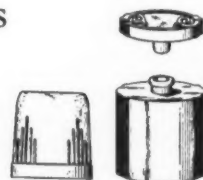
D 93,679



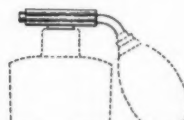
D 93,680



D 93,752



D 93,704 D 93,713



D 93,647



D 93,652

354,908, 354,909.—"Moonlight and Roses," "Rose Ebène (Ebony Rose)," respectively. Frank C. Reilly, New York. (Dec. 14, 1932.)—Toilet preparations.

354,954.—"Segal Vaniquey." Hyman R. Segal, New York. (July 1, 1933.)—Cosmetic receptacles with key-holding attachment.

354,996.—"Geneau." Genevieve Loiseau, Brooklyn, N. Y. (Jan., 1933.)—Hair preparations.

355,027.—"Teens." Maison Jeurelle, Inc., New York. (July 16, 1934.)—Lipsticks.

355,041.—"Royal Clover." B. H. Rudo & Bro., Baltimore, Md. (July 12, 1934.)—Flavoring extracts.

355,047.—"Marantz 20-40-65." Rosalind Marantz, New York. (July 1, 1930.)—Toilet preparations.

355,111.—"Clymis." Merck & Co., Inc., Rahway, N. J. (Aug. 10, 1934.)—Dental powder.

355,122.—"Kiss of Youth." Dorothy A. Sibald, New York. (June 26, 1934.)—Beauty creams.

355,157.—"Maudenia." Maud E. Scott, doing business as the Maudenia Toilet Preparations Co., Washington, D. C. (June 19, 1932.)—Toilet creams and hair preparations.

355,472.—"Hide-Rite." Edw. F. Heidenreich & Sons, Inc., Chicago, Ill. (Aug. 4, 1932.)—Powdered hand soap.

355,521.—"Scalpovita." Anna Robnik, doing business as M. & A. Products, Cleveland, O. (May 10, 1934.)—Hair tonic.

355,562.—"Ex Tabac." Lillian H. Brownback, doing business as the Qui Sait Co., New York.

355,600.—"Am-ber-ain." Rose Helen Kingston, doing business as Rose Laird, New York. (Aug. 28, 1934.)—Cleansing skin stimulant.

355,641.—"Depillex." John M. H. Shline, New York. (Aug. 15, 1934.)—Depilatory.

355,733.—"Cara Vita." Carmelita Gomez, New York. (Mar. 1, 1933.)—Cleansing and healing creams.

355,802, 355,803.—"Dancing," "Truyu," respectively. Grenoville, Inc., New York. (July 15, 1934.)—Toilet preparations.

355,847.—"Plux." La-Vay Sales, Inc., Cleveland, O. (July 26, 1934.)—Eyebrow preparation.

355,912, 355,913, 355,914, 355,915, 355,916, 355,917, 355,918.—"Certisan," "Hygisian," "Sanikool," "Sanipure." William A. Webster Co., Memphis Tenn. (June 28, 1934.)—Shaving cream and dental cream.

355,924.—"Sunny Smile." Charles G. Algase, Philadelphia, Pa. (Sept. 1, 1934.)—Tooth paste and mouth wash.

356,017.—"Touneur." Touneur Beauty Products Company, Inc., New York. (Aug., 1927.)—Toilet preparations.

356,069.—"Glorasheen." Chandler Harvey Connor, doing business as the Glorasheen Products Co., Los Angeles, Cal. (July 9, 1932.)—Hair coloring preparation.

356,142.—"Atsol." Atsol Products Co., Baltimore, Md. (June 1, 1934.)—Soap.

356,244.—"Sorority." Burgess Bros. Supply Co., Denver, Col. (Aug. 13, 1934.)—Toilet preparations.

356,467.—"Drury Lane." Worthall, Ltd., New York. (May 8, 1934.)—Soap.

Trade Mark Registrations Granted (Act of March 19, 1920)

These registrations are not subject to opposition:

M318,497.—"Devon Milk." London House, Ltd., New York. (Aug. 6, 1933. Serial No. 355,070.)—Soaps.

M318,981.—"Katz." Katz Drug Co., Kansas City, Mo. (August, 1932. Serial No. 351,120.)—Lemon and vanilla extract.

M318,984.—"Vogue." Mellier Co., Perfumer, St. Louis, Mo. (1902. Serial No. 354,064.)—Perfume.

M318,988.—"Truecream." Pharmacy Products Co., Milwaukee, Wis. (July 23, 1932. Serial No. 329,456.)—Cold cream.

M318,989.—"Jane Cloud." Jane Cloud, Inc., New York. (June 13, 1933. Serial No. 340,383.)—Toilet preparations.

Patents Granted

Consideration of space prevents our publishing numerous claims and specifications connected with these patents. Those interested can secure copies of patents by ordering them by number at 10c each from Commissioner of Patents, Washington, D. C.

1,976,867. Closure for collapsible tubes. Reginald E. Verge, assignor of one-fourth to William Winfield and one-fourth to Morris Winfield, all of Pittsburgh, Pa.

1,977,212. Combined brush and paste tube. Charles J. Seyffer, Astoria, N. Y.

1,977,227. Self-closing paste tube. Alfred Berendt, New York.

1,977,302. Closure. Clinton B. F. Brill, New York.

1,977,414. Perfume dispenser. Anthony Testa, Providence, R. I.

1,977,500. Collapsible tube closure. Martin Tierman, Blawnox, Pa.

1,977,537. Cap for containers. William S. Warmuth, assignor of one-fourth to Arthur B. Robbins, both of Connellsville, Pa.

1,977,591. Powder receptacle. Alfred F. Reilly, assignor to the Evans Case Co., both of North Attleboro, Mass.

1,977,733. Lipstick holder. August Mitchell, New York, assignor to the Scoville Manufacturing Co., Waterbury, Conn.

1,977,937. Paste tube closure. George M. Evans, Los Angeles, Cal.

1,977,962. Tamperproof seal for bottles. Leslie R. N. Carvalho, assignor to the Closure Service Co., both of Toledo, O.

1,978,169. Steel wool and soap cleaning pad. Gertrude M. Ricketts, Dayton, O.

1,978,193. Cosmetic container. Giles C. Fullmer, assignor to the Bridgeport Metal Goods Manufacturing Co., both of Bridgeport, Conn.

1,978,196. Cosmetic holder. Albert Hagel, Newark, N. J., assignor to the Consolidated Safety Pin Co., Bloomfield, N. J.

1,978,217. Breath deodorant. John Muckerjee, Milwaukee, Wis.

1,978,304. Nonrefillable bottle. Rudolf Günzel, Hamburg, Germany.

1,978,455. Container and closure. Gerald K. Geerlings, Cynwyd, Pa.

1,978,541. Toilet stick holder. Leopold Kutter, assignor to Milko Brenc, both of Vienna, Austria.

1,978,635. Jar cap. Anton George Jedlicka, Minneapolis, Minn., assignor to the Hancock-Nelson Mercantile Co., St. Paul, Minn.

1,978,885. Dispensing can. Walter L. Rutkowski, Normandy, Mo., assignor to the R. C. Can Co., St. Louis, Mo.

1,979,166. Self-closing tube. Roger S. Manzardo, Berne, Switzerland.

1,979,294. Powder dispensing device. Stuart C. Stimson, Oklahoma City, Okla.

1,979,385. Cosmetic preparation. Norman D. Harvey, Jr., assignor to the Carbide and Carbon Chemicals Corp., New York.

1,979,411. Soap bar. Henry F. Sands, Warwick, R. I.

1,979,455. Atomizer. Fred Custer and Paul B. Brown, assignors to the De Vilbiss Co., all of Toledo, O.

1,979,458. Container closure. Jay Bernard Eisen, Yonkers, N. Y., assignor to Ferdinand Gutmann & Co., Brooklyn, N. Y.

1,979,828. Holder for cosmetics. Giles C. Fullmer, assignor to the Bridgeport Metal Goods Manufacturing Co., both of Bridgeport, Conn.

Designs Patented

93,647. Design for an atomizer. Paul B. Brown, Toledo, O.

93,652. Design for a sachet powder container. Paul H. Ganz, assignor to D. Lisner & Co., both of New York.

93,679, 93,680. Designs for bottles. Harry L. Schimel, assignor to the Wohl Shoe Co., both of St. Louis, Mo.

93,704. Design for a bottle cap. Benjamin F. Conner, Wethersfield, Conn., assignor to Colt's Patent Fire Arms Manufacturing Co., Hartford, Conn.

93,713. Design for a combined bottle and stopper. Paul H. Ganz, assignor to D. Lisner & Co., both of New York.

93,752. Design for a bottle. Frasier Smith, assignor to the Hazel-Atlas Glass Co., both of Wheeling, W. Va.

Pastel Shades Call for New Cosmetics

Turquoise blue, dusty pink, platinum gray, and duck-egg green, the favorite pastel shades in London this year, need specialized cosmetics. The skin should be pale and "matt" surfaced. Waterproof liquid rouge is the choice of many women who spend much time out of doors. It is applied with the fingertips and leaves no ridge of color. Older women and those who only like a faint flush of color in the daylight are selecting this.

Magnolia and ming are two new shades of powder for pastel color ensembles. The general effect of such a make-up is to make the skin appear about two shades lighter.

Prices in the New York Market

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

ESSENTIAL OILS

Almond Bit., per lb.	\$2.20@	\$2.40
S. P. A.	2.50@	2.75
Sweet True	.65@	.70
Apricot Kernel	.29@	.33
Amber, crude	.24@	.30
rectified	.50@	.60
Ambrette, oz.	46.00@	
Amyris balsamifera	3.00@	3.25
Angelica root	50.00@	60.00
seed	65.00@	80.00
Anise, U. S. P.	.46@	.52
Araucaria	1.75@	1.85
Aspic (spike) Span.	1.35@	
French	1.55@	
Balsam, Peru	5.75@	6.25
Balsam, Tolu, oz.	4.25@	
Basil	2.35@	
Bay	1.65@	2.00
Bergamot	1.65@	2.00
Birch, sweet N. C.	1.50@	1.75
Penn. and Conn.	2.15@	3.00
Birchtar, crude	.15@	
Birchtar, rectified	.75@	
Bois de Rose	1.40@	3.00
Cade, U. S. P.	.30@	.33
Cajeput	.55@	
Calamus	3.50@	
Camphor "white"	.26@	.30
Cananga, Java native	2.35@	2.50
rectified	2.75@	3.00
Caraway	2.00@	
Cardamon, Ceylon	14.00@	25.00
Cascarilla	60.00@	
Cassia, 80@85 p.c.	1.05@	
rectified, U. S. P.	1.25@	1.40
Cedar leaf	.65@	.70
Cedar wood	.33@	.38
Cedrat	4.15@	
Celery	15.00@	
Chamomile	3.00@	7.00
Cherry laurel	12.00@	
Cinnamon, Ceylon	12.00@	20.00
Cinnamon, Leaf	2.25@	
Citronella, Ceylon	.35@	.40
Java	.40@	.46
Cloves Zanzibar	.95@	1.07
Cognac	18.00@	21.00
Copaiba	.57@	.62
Coriander	3.60@	
Croton	1.90@	2.15
Cubebs	2.65@	
Cumin	8.25@	
Curacao peels	5.25@	
Curcuma	3.00@	
Cypress	4.35@	4.75
Dillseed	3.60@	4.25
Elemi	1.45@	
Erigeron	1.30@	1.60
Estragon	38.00@	
Eucalyptus	.30@	.32
Fennel, Sweet	1.25@	1.45
Galbanum	26.00@	
Galangal	24.00@	
Geranium, Rose		
Algerian	5.25@	6.00
Bourbon	4.70@	5.50
Spanish	16.00@	
Turkish	2.10@	2.25
Ginger	3.40@	3.75
Gingergrass	3.25@	4.10
Grape Fruit	3.00@	
Conc.	24.00@	

Guaiac (Wood)	2.35@	
Hemlock	.65@	
Hops	9.00@	
Horsemint	2.85@	
Hyssop	40.00@	
Juniper Berries	1.50@	1.65
Juniper Wood	.60@	.62
Laurel	15.00@	
Lavender, English	32.00@	
French	2.65@	5.00
Lemon, Italian	1.15@	1.65
Calif.	.60@	.75
Lemongrass	1.20@	1.45
Limes, distilled	5.75@	7.00
expressed	9.50@	11.00
Linaloe	1.60@	1.85
Lovage	35.00@	
Mace, distilled	1.50@	
Mandarin	4.75@	7.50
Marjoram	6.25@	
Melissa	5.00@	
Mirbane (see Nitrobenzol)		
Mustard, genuine	8.50@	10.00
artificial	2.15@	2.40
Myrrh	10.00@	
Myrtle	4.00@	
Neroli, Bigarade, p.	55.00@	125.00
Petale, extra	70.00@	150.00
Niaouli	3.45@	
Nutmeg	1.50@	
Olibanum	6.50@	
Orange, bitter	2.00@	
sweet, W. Indian	1.90@	2.15
Italian	1.85@	2.10
Spanish	2.80@	3.00
Calif. exp.	2.25@	
dist.	.75@	
Origanum, Spanish	.85@	1.00
Orris root, con (oz.)	4.00@	5.00
Orris root, abs. (oz.)	35.00@	50.00
Orris Liquid	18.00@	25.00
Parsley	6.50@	
Patchouli	3.00@	3.35
Pennyroyal Amer.	2.15@	2.40
French	1.55@	1.65
Pepper, black	6.00@	6.50
Peppermint, natural	3.40@	3.60
Redistilled	3.70@	4.25
Petitgrain	1.40@	1.65
French	2.35@	2.50
Pimento	1.45@	2.25
Pine cones	3.00@	
Pine needles, Siberia	.90@	
Pinus Sylvestris	2.00@	2.15
Pumilionis	2.20@	
Rhodium, Imitation	2.00@	4.50
Rose, Bulgaria (oz.)	6.00@	20.00
Rosemary, French	.40@	.50
Spanish	.36@	.40
Rue	2.50@	
Sage	2.15@	
Sage, Clary	30.00@	
Sandalwood, East		
India	6.00@	7.00
Australia	6.25@	
Sassafras, natural	.85@	.90
artificial	.48@	.55
Savin, French	1.85@	2.00
Spearmint	1.95@	2.15
Snake root	8.00@	10.00
Spruce	.65@	
Styrax	7.00@	

Tansy	2.20@	2.35
Thyme, red	.60@	.70
White	.90@	1.00
Valerian	10.50@	
Verbena	3.75@	7.00
Vetivert, Bourbon	7.00@	8.00
Java	10.00@	25.00
East Indian	30.00@	
Wine, heavy	1.40@	
Wintergreen, S'thern	3.00@	
Penn. & Conn.	5.00@	8.00
Wormseed	2.15@	2.50
Wormwood	3.00@	3.35
Ylang-Ylang, Manila	29.00@	35.00
Bourbon	5.00@	8.00

TERPENELESS OILS

Bay	4.00@	
Bergamot	6.00@	
Clove	4.00@	5.00
Coriander	20.00@	
Geranium	8.00@	12.50
Grapefruit	45.00@	
Sesquiter'less	85.00@	
Lavender	7.00@	8.50
Lemon	6.75@	14.50
Lime, ex.	50.00@	
Orange, sweet	78.00@	90.00
bitter	90.00@	115.00
Petitgrain	4.00@	
Rosemary	2.50@	
Sage, Clary	90.00@	
Vetivert, Java	35.00@	
Ylang-Ylang	28.00@	35.00

OLEO-RESINS

Benzoin	2.50@	5.00
Capsicum, U. S. P.		
VIII	2.65@	3.00
Alcoholic	3.00@	
Cubeb	3.25@	
Ginger, U.S.P. VIII	2.00@	
Alcoholic	3.25@	
Malefern	1.45@	1.60
Oak Moss	6.00@	15.00
Olibanum	3.25@	
Orris	17.00@	28.00
Patchouli	16.50@	18.00
Pepper, black	4.00@	4.60
Sandalwood	16.00@	
Vanilla	5.00@	7.50

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.00@	
Acetophenone	2.00@	3.00
Acetyl iso-eugenol	9.00@	
Alcohol C 8	14.00@	20.00
C 9	26.00@	40.00
C 10	18.00@	30.00
C 11	30.00@	40.00
C 12	14.00@	25.00
Aldehyde C 8	28.00@	
C 9	45.00@	70.00
C 10	30.00@	60.00
C 11	32.00@	50.00
C 12	35.00@	60.00
C 14 (so-called)	15.00@	35.00
C 16 (so-called)	17.50@	30.00
Amyl Acetate	.85@	1.00
Amyl Butyrate	1.00@	1.25
Amyl Cinnamate	2.50@	
Amyl Cinnamic Alde-		
hyde	3.90@	4.00
Amyl Formate	1.60@	1.90

Amyl Phenyl Acetate	3.60@	4.00
Amyl Salicylate	.75@	
Amyl Valerate	2.40@	
Anethol	1.15@	1.25
Anisic Aldehyde	3.35@	
Benzaldehyde, U.S.P.	1.45@	
F. F. C.	1.55@	1.90
Benzophenone	2.00@	4.00
Benzyl Acetate	.70@	.85
Benzyl Alcohol	.95@	1.50
Benzyl Benzoate	1.05@	2.00
Benzyl Butyrate	5.50@	6.25
Benzyl Cinnamate	7.00@	9.00
Benzyl Formate	2.90@	3.25
Benzyl Iso-engenol.	15.00@	25.00
Benzylidenacetone	2.50@	4.00
Borneol	1.75@	2.00
Bornyl Acetate	2.00@	6.00
Bromstyrol	4.00@	5.00
Butyl Acetate	.60@	
Butyl Propionate	2.00@	
Butyraldehyde	12.00@	
Carvene	1.15@	
Carvol	3.25@	4.00
Cinnamic Acid	4.00@	
Cinnamic Alcohol	3.25@	3.50
Cinnamic Aldehyde	2.50@	3.50
Cinnamyl Acetate	10.00@	12.00
Cinnamyl Butyrate	12.00@	14.00
Cinnamyl Formate	13.00@	
Citral C. P.	2.50@	3.00
Citronellal	2.40@	3.00
Citronellol	2.25@	2.75
Citronellyl Acetate	3.75@	
Coumarin	3.50@	
Cuminic Aldehyde	62.00@	
Dibutylphthalate	.30@	.36
Diethylphthalate	.32@	.37
Dimethyl		
Anthraniolate	6.25@	7.00
Dimethyl Hydroqui-		
none	3.75@	5.00
Dimethylphthalate	.50@	.60
Diphenylmethane	1.75@	2.45
Diphenyloxide	1.20@	
Ethyl Acetate	.30@	.50
Ethyl Anthranilate	5.50@	6.00
Ethyl Benzoate	1.20@	
Ethyl Butyrate	1.00@	
Ethyl Cinnamate	4.50@	
Ethyl Formate	1.00@	1.25
Ethyl Propionate	1.40@	2.50
Ethyl Salicylate	1.15@	2.50
Ethyl Vanillin	15.00@	20.00
Eucalyptol	.60@	1.00
Eugenol	2.60@	3.50
Geraniol, dom.	2.00@	6.00
Geranyl Acetate	2.90@	4.00
Geranyl Butyrate	6.00@	8.00
Geranyl Formate	5.00@	7.00
Heliotropin, dom.	2.10@	2.40
foreign	2.50@	
Hydratropic Alhyde	25.00@	27.50
Hydroxycitronellal	3.60@	10.00
Indol, C. P. (oz.)	2.25@	5.00
Iso-borneol	2.30@	
Iso-butyl Acetate	2.65@	
Iso-butyl Benzoate	2.75@	3.25
Iso-butyl Salicylate	3.00@	6.00
Iso-eugenol	3.50@	4.00
Iso-safrol	1.75@	
Linalool	1.90@	2.75
Linalyl Acetate 90%	2.50@	2.75
Linalyl Anthranilate	15.00@	
Linalyl Benzoate	10.50@	
Linalyl Formate	10.00@	12.00
Menthhol, Japan	2.75@	3.50
Synthetic	2.25@	3.00
Methyl Aceto-		
phenone	2.20@	3.00

Methyl Anthranilate	2.50@	3.00
Methyl Benzoate	1.40@	1.75
Methyl Cinnamate	3.50@	
Methyl Eugenol	2.90@	6.75
Methyl Heptenone	3.75@	6.00
Methyl Heptine C'b.	20.00@	36.00
Methyl Iso-eugenol.	8.50@	12.50
Methyl Octine Carb.	24.00@	32.00
Methyl Paracresol.	4.65@	6.00
Methyl Phenylacetate	2.65@	3.00
Methyl Salicylate	.42@	.50
Musk Ambrette	5.00@	5.15
Ketone	5.15@	5.40
Xylene	1.50@	1.75
Nerolin (ethyl ester)	1.50@	1.75
Nitrobenzol	.15@	
Nonyl Acetate	48.00@	
Octyl Acetate	32.00@	
Paracresol Acetate	5.25@	6.00
Paracresol Methyl		
Ether	3.50@	5.00
Paracresol Phenyl-		
Acetate	14.00@	20.00
Para Cymene, (gal.)	1.25@	1.65
Phenylacetaldehyde		
50%	5.00@	7.00
100%	8.50@	10.50
Phenylacetic Acid	2.50@	4.00
Phenylethyl Acetate	7.50@	10.00
Phenylethyl Alcohol	4.25@	4.75
Phenylethyl		
Anthraniolate	16.00@	
Phenylethyl But'rate	12.00@	16.00
Phenylethyl Formate	18.00@	
Phenylethyl Pro-		
pionate	12.00@	
Phenylethyl Val'rate	16.00@	
Phenylpropyl Acet.	8.00@	11.00
Phenylpropyl Alc'hol	6.00@	12.00
Phenylpropyl Alde-		
hyde	8.00@	12.00
Rhodinol	8.00@	20.00
Safrol	.53@	.57
Santalyl Acetate	22.50@	
Skatol C. P. (oz.)	7.00@	10.00
Styralyl Acetate	20.00@	
Styralyl Alcohol	20.00@	
Terpineol, C. P.	.36@	.40
Terpinyl Acetate	.90@	1.15
Thymene	.35@	
Thymol	1.90@	2.75
Vanillin (clove oil)	4.25@	5.00
(guaiaicol)	4.00@	4.75
Vetiveryl Acetate	21.00@	25.00
Violet Ketone Alpha	5.00@	10.00
Beta	5.50@	8.00
Methyl	5.25@	8.00
Yara Yara (methyl		
ester)	1.50@	1.75

BEANS		
Tonka Beans, Para.	1.15@	1.40
Angostura	2.40@	2.50
Vanilla Beans		
Mexican, whole	3.25@	4.25
Mexican, cut	3.25@	3.65
Bourbon, whole	3.00@	4.00
South American	3.00@	3.40

SUNDRIES AND DRUGS		
Acetone	.11@	.15
Alcohol, 190-pf. gal.	4.12½@	4.29½
Almond meal	.21@	.25
Alum, potash	.03¼@	.03½
Aluminum chloride	.10@	
Ambergris	32.50@	Nom.
Balsam, Copaiba	.38@	.40
Peru	2.10@	2.25
Tolu	.80@	1.10
Fir, Canada, gal.	9.00@	12.00
Oregon	1.25@	1.50
Beeswax, white	.40@	.45
Yellow	.24@	.30

Bismuth sub-nitrate	1.40@	
Boric Acid, ton.	105.00@	115.00
Calamine	.16@	.20
Calcium, phosphate	.08@	.08½
Ph'phate, tri-basic	.13@	.15
sulfate	.03¼@	.04
Camphor	.53@	.65
Cardamon seed	.65@	
Castoreum	17.50@	
Chalk, precip.	.03½@	06½
Cetyl Alcohol	.75@	1.50
Pure	1.90@	2.15
Cherry laurel water,		
gal.	1.25@	
Citric acid	.30@	.35
Civet, ounce	3.75@	4.50
Cocoa butter	.12@	.15
Clay, Colloidal	.03@	.03½
Formaldehyde	.06@	.06½
Fuller's Earth, ton.	16.00@	30.00
Formic acid	.12@	.16
Fatty Acids (See Soap Sec.)		
Guarana	.75@	1.25
Gum Arabic, white	.20@	.22
Amber	.09½@	.12
Gum Benzoin, Siam	1.30@	1.50
Sumatra	.24@	.30
Gum galbanum	1.05@	1.15
Gum myrrh	.30@	.40
Henna, powd.	.15@	.28
Hydrogen peroxide	.05@	.08
Kaolin	.06@	.08
Labdanum	3.50@	5.50
Lanolin, hydrous	.18@	.22
anhydrous	.20@	.24
Lavender flowers	.24@	.55
Magnesium, Carbon-		
ate	.06¼@	.07½
Stearate	.19@	.25
Sulfate	.02½@	.03
Musk, ounce	15.00@	25.00
Oils, Vegetable (See Soap Sec.)		
Olibanum, tears	.13@	.30
siftings	.08@	.13
Orange flower water,		
gal.	1.50@	
Orange flowers	.30@	.90
Orris root, powd.	.20@	.75
Paraffin	.04½@	.07
Patchouli leaves	.16@	.20
Petrolatum, white	.07@	.11
Phenol	.16@	.20
Potassium, Carbonate	.13@	.16
Hydroxide	.07¼@	
Quince seed	.60@	1.00
Reseda flowers	1.50@	1.65
Rhubarb root, powd.	.28@	.50
Rice starch	.12@	.15
Rose leaves, red	1.40@	1.75
Rose water, gal.	1.25@	
Salicylic acid	.40@	.45
Sandalwood Chips	.45@	.50
Saponin	1.75@	
Soap, neutral white	.19@	.23
Sodium, Carb. crys.	.01¼@	.02¼
Phosphate, tribasic	.02½@	.04
Spermaceti	.22@	.25
Styrax	.40@	3.25
Sulfur, precip	.17@	.20
Tartaric acid	.27@	.30
Titanium oxide	.22@	.25
Tragacanth, No. 1.	1.20@	1.50
Triethenalamine	.45@	.50
Venice turpentine, gal.	.30@	
Vetivert root	.30@	
Violet flowers	.95@	1.15
Zinc Peroxide	1.10@	1.75
Oxide	.13½@	.15
Stearate	.21@	.28

New York Market Report

THE market for essential oils and allied products has slackened perceptibly during the last two weeks, due largely to the fact that seasonal operations for the holiday trade have practically ceased. There are occasional rush orders for additional materials but in general the holiday trade buying is over, and it is believed that the market will continue rather slow until after the first of the new year. The trade during late October was excellent and holiday preparations on the part of makers of soaps and toilet preparations were sharply ahead of those of either 1932 or 1933.

There has been some contract buying on the part of soap makers and a considerable amount of contract inquiry from the flavor trade during the last few weeks. It is believed however, that less business will actually be entered than usual on account of the code provision which prevents contracts over greater than a six months' period.

Prices during the month have been notably stable. There have been very few changes of any consequence. During the remainder of the year it is believed that values will remain quite steady. Pressure of inventories is not likely to be felt to any extent since stocks of very few items are large and the general condition of the market would lead to belief that oils are good property and more likely to appreciate in value than the reverse.

Floral products continue generally firm with import quotations at rather high levels. Citrus oils are steady but present low prices seem likely to continue. There is more than ample production of both orange and lemon to take care of any reasonably anticipated demand. Domestic oils are steady with the country holding firm in spite of the fact that the crop now seems larger than many had anticipated. Seed and spice oils are irregular but there is no real weakness.

So far as synthetics are concerned, there is a reasonably active and stable market. Musks are steady at last month's decline. Higher alcohols and aldehydes are less active on account of subsidence of the holiday demand. Prices on other items show little change with makers generally the controlling factors. Imports for the first ten months of the year are down sharply, totaling 21,492 pounds valued at \$42,751 against 1933 totals of 36,819 pounds valued at \$58,245.

American Toothpaste in Use Over World

Toothpaste is one of the most widely distributed American products in world markets, according to the Department of Commerce. Travelers report that they are able to obtain their favorite brands in the most isolated and out-of-way places, from jungle villages to trading posts in the Arctic Circle. Exports of dental creams, powders, etc., from the United States in 1933 were valued at \$1,108,731, a figure slightly under that for the preceding year but far below the 1929 total when sales abroad were valued at \$3,414,000. In 1932, a total of 88 foreign countries participated in this trade, with British India, the largest single market, taking more than a quarter of a million dollars worth.

A good foreign demand exists for all classes of American soaps, toilet preparations, hair lotions and similar products.

Prices of Soap Materials

Tallow and Grease

Tallow, N. Y. C. extra.....	\$0.04 1/2 @	
Edible05 7/8 @	
Fancy06 3/4 @	
Grease white.....	.04 1/2 @	
House04 1/2 @	
Yellow04 1/2 @	
Lard08 1/2 @	.11 1/2

Fatty Acids

Coconut Oil, 98% Saponifiable, tanks.....	.10 1/4 @	
Corn Oil, 95% T.F.A. tanks.....	.06 @	
Red Oil, distilled, tanks.....	.06 @	
Saponified06 1/2 @	
Stearic Acid, single pressed.....	.09 1/2 @	
Double pressed.....	.10 @	
Triple pressed.....	.12 1/2 @	

Soap Making Oils

Castor No. 1, tanks.....	.09 1/2 @	
No. 3, tanks.....	.09 @	
Coconut, Ceylon Grade, tanks.....	.02 1/2 @	
Cochin grade, tanks.....	.03 1/2 @	
Manila grade, tanks.....	.03 @	
Corn, crude, Midwest mill, tanks.....	.08 @	
Cotton, crude, Southeast, tanks.....	.04 1/2 @	
Refined05 1/4 @	Nom.
Foots 50% T.F.A.....	.01 1/2 @	
Lard, common No. 1 barrels.....	.07 1/4 @	
Olive, denatured, max. 5% F.F.A., drums, gal.....	.84 @	.86
Foots, Prime, green, barrels.....	.07 1/4 @	
Palm, Lagos, max. 20% F.F.A., drums	.03 1/2 @	
Niger, casks.....	.03 1/4 @	
Palm, kernel, tanks.....	.02 7/8 @	
Peanut, crude, barrels.....	.09 1/2 @	
Refined, barrels.....	.10 1/2 @	
Soya beans, max. 2% F.F.A., Midwest mill tanks.....	.06 1/2 @	
Tallow, acidless, barrels.....	.07 1/2 @	
Whale, Crude No. 1, Coast, tanks.....	.04 @	
Refined, barrels.....	.06 7/8 @	.07 3/4

Glycerine

Chemically pure, drums extra.....	.14 @	.15 1/2
Dynamite, drums included.....	.13 3/4 @	.14
Saponification, drums10 @	
Soap, lye.....	.09 @	

Rosin

Barrels of 280 pounds

B	\$5.25	K	\$5.65
D	5.30	M	5.65
E	5.35	N	5.80
F	5.45	W.G.	6.10
G	5.45	W.W.	6.40
H	5.65	X	6.40
I	5.65	Wood	5.10

Chemicals

Acid, muriatic, 18°, 100 pounds.....	\$1.00 @	1.60
Sulfuric, 60°, ton.....	11.00 @	
66°, ton.....	15.50 @	
Borax, crystals, carlot, ton.....	42.00 @	71.00
Cyclohexanol (Hexalin).....	.30 @	
Naphtha, cleaners, tank cars.....	.05 @	.05 1/2
Potassium, carbonate, 80@85%.....	.07 @	
Hydroxide (Caustic potash) 88@		
92%07 1/4 @	
Salt, works, ton.....	11.50 @	14.00
Sodium carbonate (Soda ash) 58%		
light, 100 pounds.....	1.23 @	2.37
Hydroxide (Caustic Soda) 76%		
Solid, 100 pounds.....	2.60 @	3.75
Silicate 40°, drums, works, 100 pounds80 @	
Sulfate, anhydrous.....	.02 1/4 @	.03
Phosphate, tri-basic.....	.02 1/2 @	.03
Zinc oxide.....	.05 3/4 @	

